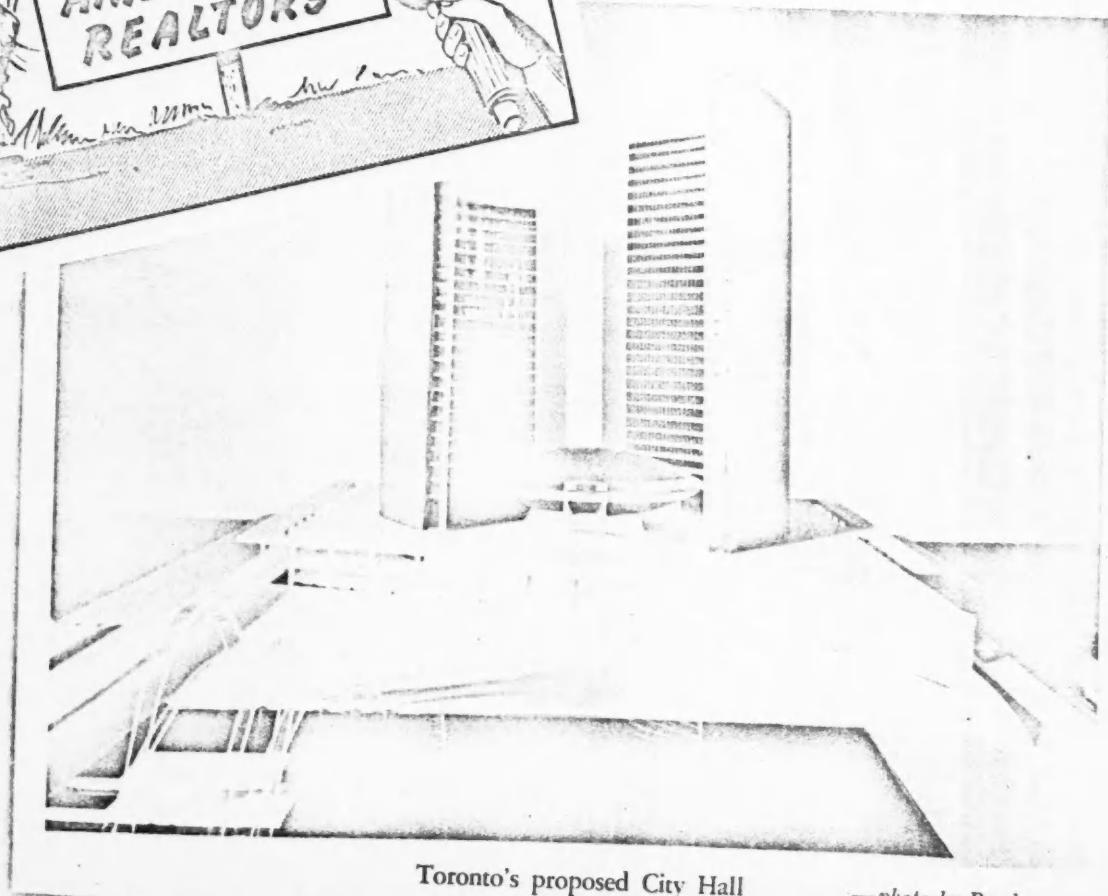


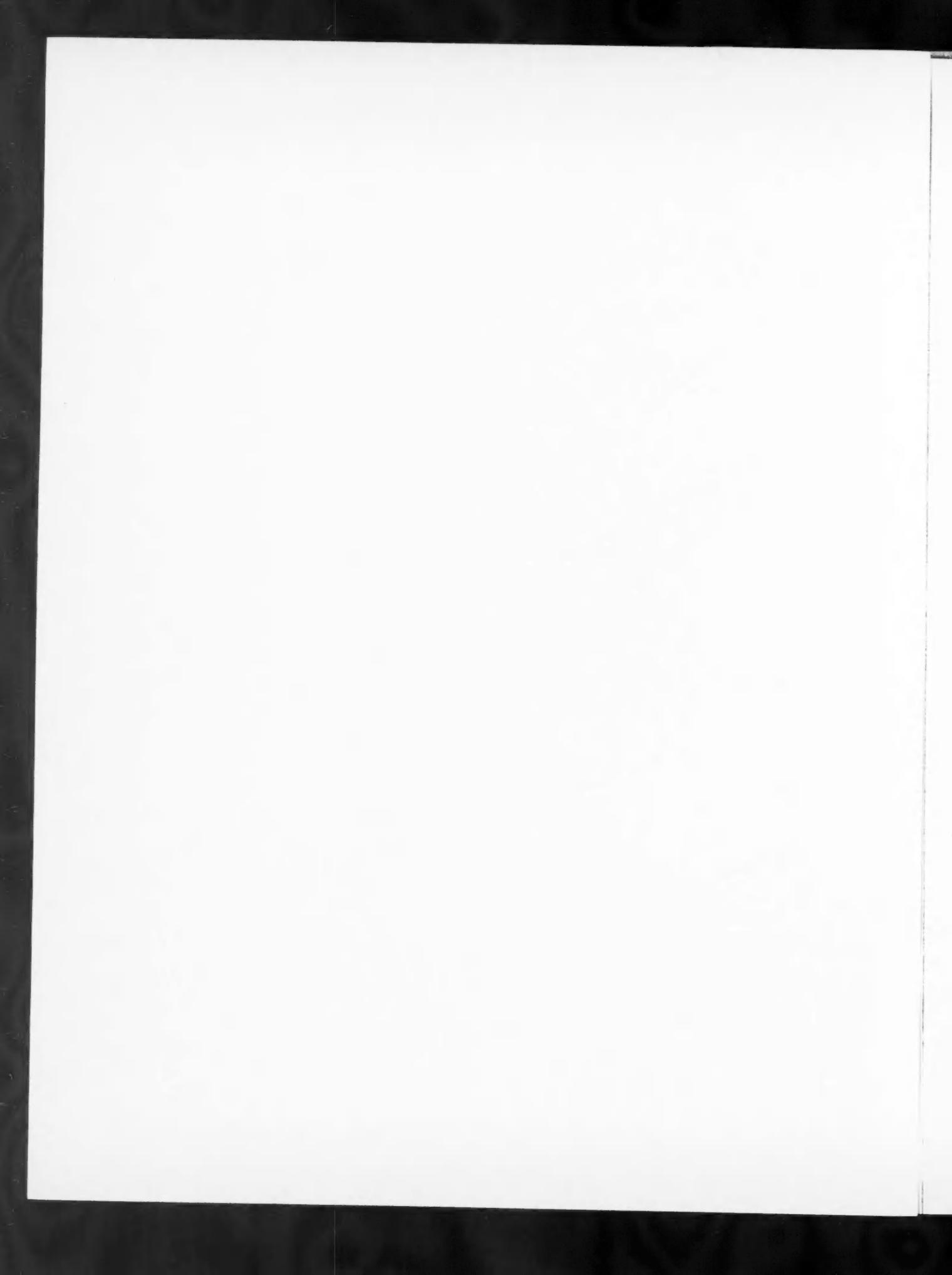
October, 1959



Toronto's proposed City Hall

—photo by Panda

SPECIAL NAREB STORY



\$36.35 per square mile

Tankoos Yarmon Ltd. has now completed transactions in Canadian realty involving 140 million dollars.

This represents investment of \$36.35 for every one of Canada's 3,851,113 square miles — investments made in every one of the country's 10 provinces.

It is a record which could not have been achieved without the co-operation of realtors who have submitted to us investment opportunities of every nature — "leasebacks", office buildings, shopping centers, industrial properties and apartment houses.

Our investment requirements are still very substantial and our interest as principals still continues from coast to coast.

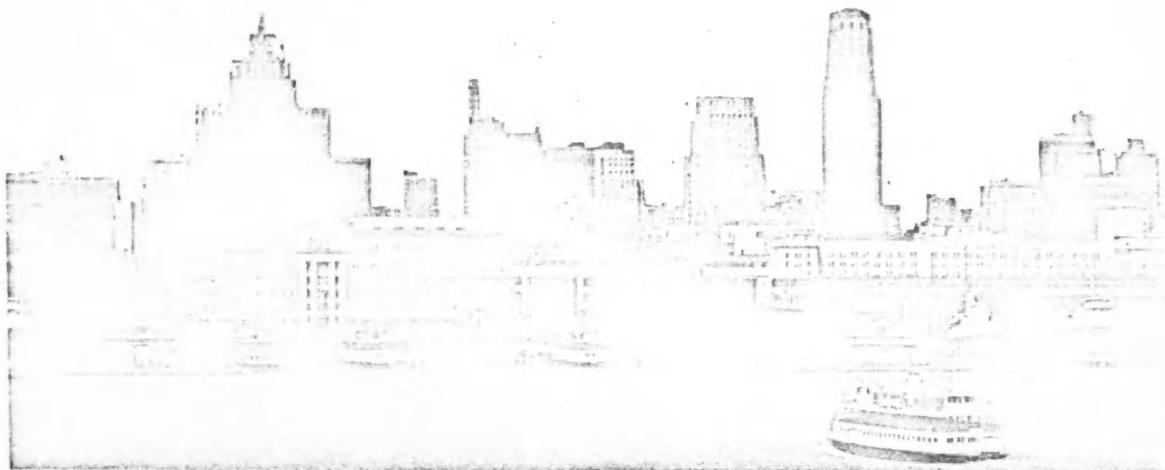
Active realtors will find it profitable to discuss realty offerings with us, being assured that their commission position will be fully protected.

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6,000 AMERICAN DELEGATES ATTEND

TORONTO CONVENTION



BIGGEST REAL ESTATE CONFERENCE EVER BULGES TORONTO'S TOP HOTELS

Canadian Realtors are expected to increase Convention size to 7,000 or more, estimates now indicate.

Toronto will add another distinction to the many it now possesses when it plays host to the annual convention of the National Association of Real Estate Boards from November 6 to November 12.

During that period it will become the continental "capital" of organized real estate.

This status is automatically conferred upon a city when it is selected as the site of a NAREB convention. And it is a status of distinction in metropolitan circles by virtue of the fact that only a handful of cities have the quantity and quality of facilities to play host to the Realtor conclave which ranks among the largest and most exacting gathering of business and professional groups.

An estimated 6,000 Realtors will converge on Toronto from all parts of the United States and Canada to take part in the literally scores of round tables, seminars, workshops, and general sessions that will make up the convention.

Included in their ranks will be specialists in every conceivable phase of land use, sale and purchase.

James M. Udall, Los Angeles, NAREB president, will direct the convention which will have as its theme "Qualify with Quality in the Prospering Sixties." Mr. Udall will be the chairman of all general sessions at which delegates will hear analyses of international and national trends on the economic and business fronts by leaders from all walks of life.

Typical of those who will address general sessions are Dr. Raymond J. Saulnier, Washington, D.C., chairman of the President's Council of Economic Advisers, and Erwin D. Canham, Boston, president of Chamber of Commerce of the U.S. Among other business transacted at the general sessions is the drafting of NAREB policy and the election of officers for 1960.

NAREB committees will hold a variety of interesting programs of which the panel discussion of the

mortgage market by the Committee on Real Estate Economics and the luncheon of the Enlarged Realtor's Washington Committee are representative.

U.S. Senator J. Sparkman (D., Ala.) will be the ERWC's luncheon speaker.

Meeting with the parent organization — NAREB — will be 10 affiliated and specialized councils, societies, and institutes.

GIVE A LITTLE SOCIETY BENEFITS!



These are the National Institute of Real Estate Brokers, the American Institute of Real Estate Appraisers, the Institute of Real Estate Management, the Society of Industrial Realtors, the National Institute of Farm Brokers, the Executive Officers Council (composed of the career officers of local real estate boards), the State Council (made up of the officers of state real estate associations), and the American Chapter, International, Real Estate Federation.

While each of these specialized groups will hold its own meeting for members, most of them will also hold sessions open to the delegate body for the discussion of aspects of their specialized fields that are of general interest.

Suburbia Explodes

Typical of these open sessions of the affiliates, which are always extremely popular, are the following:

A discussion of "Suburbia Explodes" led by Frederick G. Gardiner, chairman of the council of the Municipality of Metropolitan Toronto on the afternoon of November 11 under the sponsorship of IREM. An earlier open session of the managers will be a panel on urban development on the afternoon of November 10 chaired by F. Orin Woodbury, Salt Lake City, IREM president. Participants will include Lloyd D. Hanford, Sr., CPM (Certified Property Manager), San Francisco; Dr. William Brown, Philadelphia, Pa., Swarthmore College economics professor; and Matthew Lawson, Director of Planning, City of Toronto Planning Board.

On the morning of November 11, AIREA will hold an open educational session on "Significant Factors in the Buyer's Approach to Capitalization and Valuation." This will be composed of case studies of various types and sizes of property. The next morning will be devoted to the Canadian approach to the subject.

Slum Appraising

On the afternoon of the same day, the Appraisers will now open their meeting on "Slum Appraising for Market Value and Re-use Value." Participants will be federal and local government officials, and appraisers specializing in this field.

Canuck Version

On the afternoon of November 12, Robert A. Davis, Toronto, MAI (Member, Appraisal Institute), will preside at a session devoted to "Pitfalls in the Condemnation Process — Canadian Version."

1959 NAREB PRESIDENT



James M. Udall, Los Angeles, is aptly titled NAREB's flying Realtor. Piloting his own plane, he covers several thousand air-miles each year. He flew to keep a speaking engagement at the Saskatoon CAREB Convention this September.

The National Institute of Real Estate Brokers will have early morning round tables from 8 a.m. to 9:30 a.m. featuring advertising that produces listings, simplifying financing, creative selling, commercial property, successful methods for small offices, and sales negotiations.

On the afternoon of November 10, four teams composed of three brokers each will discuss "secrets" in advertising, obtaining listings, public relations, and selling. On the afternoon of November 11, the brokers will highlight winning entries in their "New Slants on How to Make More Money" contest. The annual brokers party will be held on the evening of November 10.

Crump — C.P.R.

The Society of Industrial Realtors will hear N. R. Crump, Montreal, president of the Canadian Pacific Railway Company, at the annual award dinner of the group on the evening of November 9. Mr. Crump is chairman of the board of distinguished business leaders who chose the Industrialist of the Year for the SIR honor.

Toronto is proud

to entertain

The National Association of Realtors

The Park Plaza extends a warm welcome to the members of this distinguished Association, who will be in Convention in Toronto from November 6th through November 12th.

We cordially invite members of the Association while here to come up and see the Park Plaza . . . traditionally Toronto's finest hotel . . . and enjoy the magnificent view of the City from the Park Plaza Roof Lounge.

The Park Plaza Hotel

Bloor Street at Fashionable Avenue Road

"Hallmark of  Traditional Quality"

On the afternoon of November 11, the Farm Brokers will welcome all delegates to a session that will include a discussion of urban development's impact on farm sales by Dr. H. L. Patterson of the Ontario Department of Agriculture; an outline of the 1960 prospect for the financing of rural and city properties by Francis E. Laney, Marysville, Calif., and a talk on property sales by Edwin E. Stretcher, Stamford, Conn.

On November 9, the Women's Council will contribute one of the many international touches to the convention with an open panel discussion of "The Land We Share." Participants will be Crockett W. Metcalf, Anchorage, Alaska; John F. Child, Honolulu, Hawaii; Hugh Shortill, Toronto; and W. Gordon Johnstone, Detroit.

While the general tempo of the convention will be one of crisp and keen professional discussion, the social aspect will not be neglected. A large and well-appointed hospitality room for all persons in attendance will be maintained at the Royal York, convention headquarters hotel. The wives of Toronto Realtors are making elaborate preparation to entertain women attending the convention. Every affiliate will have a full round of luncheons, dinners, and tours of the city and the adjacent area. And NAREB will sponsor a dance for all delegates on the evenings of November 9 and November 11, with the President's ball as a grand climax.

As the convention draws closer to hand, every indication is that those attending will indeed come away qualified with quality for the prospering sixties.

* * *

CANADA

LAND AREAS

Province	Land area in sq. mi.	Freshwater area sq. mi.	Total area in sq. mi.
Newfoundland (incl. Labrador)	143,045	13,140	156,185
Nova Scotia	20,743	325	21,068
Prince Edward Island	2,184	—	2,184
New Brunswick	27,473	512	27,985
Quebec	523,860	71,000	594,860
Ontario	333,835	78,747	412,582
Manitoba	211,775	39,255	251,030
Saskatchewan	220,182	31,518	251,700
Alberta	248,800	6,485	255,285
British Columbia	359,279	6,976	366,255
Northwest Territory	1,253,438	51,465	1,304,903
Yukon	205,346	1,730	207,076
Labrador	—	—	113,177
TOTALS	3,549,960	300,880	3,964,290

(The above does not include Hudson Bay or James Bay)
Hudson Bay (from Cape Wolstenholme to
Seahorse Point, the southern limit of
Southampton Island to Cape Kendall to
Cape Fullerton) 294,036 sq. mi.
James Bay (Cape Jones to Cape Henrietta
Maria) 26,594 sq. mi.

NOTE:
The affairs of the Yukon and Northwest Territories are
governed by the Crown. That of Labrador by Newfound-
land.



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in an atmosphere

of relaxation and charm

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Dining becomes an adventure in eating at the Royal York's Imperial Room ... and dollar-wise, it's the best value in town.

THE ROYAL YORK

Imperial Room

NAREB IS MULTI-CELLED

The National Association of Real Estate Boards membership is so huge that several affiliates had to be formed to give each member the best and most efficient value possible.

"Any Realtor who doesn't learn something while attending the N.A.R.E.B. Convention, should be sent to stand in the middle of Yonge at Bloor, during a rainy rush hour!" a Toronto Realtor exclaimed after reading the convention programme.

Thus, it is so. Soon the rush of thousands of Realtors will be pressing towards the registration desks, for what has been termed "The biggest, most bang-up Convention NAREB HAS EVER HAD!"

Struth, from all reports. Not including reports from professional press agents, who year after year proclaim the latest to be the best.

Members of the Canadian Associations, allied to the trade, who, in one way or another, became involved in the preliminaries, have noted the immensity of the Convention . . . long before most American delegates had begun to finalize plans for attendance.

And, there is the various trade personnel to contend with. Talk about grapevines. No sooner does the word leak out . . . hardly a minute after the last Toronto Board's Committee meetings had started, the phones began to ring. "Who's handling the liquor?" . . . "Will your conventionaires re-

quire bus tours?" . . . "Any catering needed?" . . . "Can I sell you some select advertising gimmicks?" On and on it goes . . . until chaps like Cliff Rogers for instance (Co-Chairman of the Convention) begins to wonder whether he is in the Real Estate Business or whether, through fourth dimensional lapse, has become a purchasing Agent.

What is in store for delegates? Let's take a brief look:

JAMES UDALL, President of NAREB, aptly called the "Flying Realtor" for his penchant for piloting his own plane to speaking and business engagements, will head up a huge yet flawless convention machine. This complex gathering has been efficiently channeled into five jammed-packed days of idea-sharing, administrative business and elections.

NAREB Convention time is the time for major meetings of the Association's ten affiliated organizations. This sterling opportunity permits not only the cementing of new liaison between organizations, but also, and quite important, allows each Realtor specialist to share with others the latest developments within their own fields.

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When you read "Real Estate Salesorama"—444 power-packed pages of practical salesmanship plus forms, photos and cartoons. An excellent read-it-yourself book . . . also available for teaching. \$18.00. Special price to Real Estate Board Libraries — \$11.50.

By Cliff W. Krueger,
President,
The Homefinders, Inc.

Originator of "Salesorama"—the one-man seminar on real estate. Part-day, one-day and two-day sales meeting packages available. Write for brochure.

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1959 OUR 40TH ANNIVERSARY

Each of these affiliates are loaded with top-flight talent. Their creative wisdom will be aired at these segmentary gatherings.

JAMES MATTHEWS, Treasurer of NAREB and idea man, help set up the International Trader's Club. He is a Chicagonian.

S. EDWIN KAZDIN, New York, is President of the Appraisal Institute. This organization is well up on the multifarious complexities of modern Appraising.

W. GORDON JOHNSTONE, Detroit, heads the Brokers Institute. A mighty affiliate. Mr. Johnstone was speaker at CAREB's convention in Montreal last November.

R. D. SEDEN, Vista Calif., is chief officer of the Farm Brokers Institute. This organization now successfully fulfills the need for special education on Farm Brokerage, besides offering speaker and information aid to various formal seats of learning.

HOWELL H. WATSON, President of Society Industrial Realtors, heads

a group that can offer Industry the best available Real Estate Service. Mr. Watson, a leading citizen of Dallas, was recently appointed Vice-Chairman of that city's Master Plan Committee.

F. ORIN WOODBURY of Salt Lake City holds the reins of the Institute of Real Estate Management, now in its 25th year. This group has made important contributions to the professionalization of the Property Manager's function. Keeps its members tuned in on the latest information through a quarterly journal.

RICHARD B. HALL, Washington, D.C. A new affiliate of NAREB, the American Society of Real Estate Counselors, has Mr. Hall as President. This specialized group offers membership on a fairly stringent basis, including a minimum of three years Real Estate Counseling work, plus other qualifications.

JOHN C. TYSEN, N.Y. is President of the American Chapter, International Real Estate Federation, which is dedicated to the promotion

of "high professional standards and good relations among individuals engaged in the calling of real estate in all nations."

BERYL ROGERS McCLOSKEY, Birmingham, Ala., is President of the Women's Council. This organization of women is quite influential in NAREB.

EARL S. ANDERSON, L.A., President of the Executive Officers Council (formerly Secretaries Council). The group teaches solutions to the growing complexity of Secretarial work. The sharing of ideas, techniques and experiences through seminars and publications keep all members abreast of the latest methods.

JOHN A. CLEM III, Staunton, Va. finds himself being chief officer of Chief Officers. He heads the State Council of NAREB, which is comprised of principal officers of all the State associations. The organization is dedicated to promotion of leadership and service amongst the state associations.

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ASSOCIATION'S HISTORY

NAREB: The Voice of Real Estate

A 51-Year Record of Public Service

The thousands of Realtors who journey to Toronto for the convention will be observing a time-honored NAREB tradition—the free exchange of ideas for the betterment of the real estate calling.

Throughout the Association's history, the sharing of knowledge and experience in an effort to improve service to the public has set the Realtor apart from others in the real estate business.

Every Realtor is part of an organization dedicated to the maintenance of high standards of professional conduct as well as complete mastery of the latest business methods.

Through their association Realtors have gained a widely respected voice in local, state, and national affairs concerning real estate.

Where does NAREB stand today?

How did it get started? How has it influenced housing policy over the years? Here are some of the answers:

With more than 65,300 members in 1,326 boards, the Association started its second half century of service in 1959 as one of the largest and most active trade and professional groups in the United States.

Small But Earnest Beginning

NAREB was founded in Chicago, Illinois, in 1908 by 120 men representing 19 real estate boards and one state real estate association.

After 50 years, the Association remains constant to its original goals—the creation of unity in the real estate field, the compilation of information, the protection and promotion of property ownership, and the establishment of professional standards of practice.

Early in its history (1913) NAREB drafted and adopted a Code of Ethics. In 1916, one of its members gave the Association a coined term—Realtor—for exclusive use in describing the membership. A collective mark (similar to a trademark) registered with the U.S. Patent Office, the term *Realtor* is the property right of NAREB. This fact has been sustained by numerous court decisions.

License Laws

In 1917, the first legal step toward professional status for the real estate business was taken when California adopted the first real estate license law. Since that time, Realtors have obtained the enactment of license laws in 48 states and the District of Columbia.

A relatively few years ago, there were no books on real estate and only a few on land economics. Through its Education Committee, NAREB was instrumental in bringing about the publication of one of the first textbooks on real estate. Since 1923, there has been a continuous flow of books written in this field, and the Association's library—largest of its kind—owns about 5,000 of them.

Similarly, a few decades ago no
(Continued on page 11)

DREAMS *become realities*



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Convention Personalities

- (1) E. J. Anderson (L.A.) Pres. Exe. Off. Council. . . . (2) J. A. Clem III (Staunton, Va) Pres. States Council. . . . (3) R. B. Hall (Wash.) Amer. Soc'y R. E. Counselors. . . . (4) W. G. Johnstone (Detroit) Pres. Nat. Inst. R.E. Br'krs. . . . (5) S. E. Kazdin (N.Y.) Pres. Amer. Inst. R.E. Appr'ors. . . . (6) S. B. Matthews (Chicago) NAREB Treas. . . . (7) Senator Sparkman (Dec. Ala.) (8) E. D. Canham, Pres. U.S. Chamb. Comm. . . . (9) R. J. Saulnier (Wash) Chr'mn Counc. Econ. Advisors. . . . (10) Mrs. Beryl McCloskey (Birm. Ala.) Pres. Women's Council. . . . (11) R. D. Seden (Vista, Cal.) Pres. Nat'l Inst. Farm Br'krs. . . . (12) W. H. Shortill (Toronto) Pres. Tor'to Brd. . . . (13) John Tysen (N.Y.) Pres. Amer. Chap. Intern'l R.E. Fed'tion. . . . (14) H. H. Watson (Dallas) Pres. Soc'y Ind. Rltrs. . . . (15) F. O. Woodbury (S.L.C. Utah) Pres. Inst. R.E. Mgt. . . . (16) C. W. Rogers (Tor) Co-Chrm, Pres Ont. Assc. R.E.B. . . . (17) N. R. Crump (Montreal) Pres. Can. Pac. Rlw'y's. . . . (18) Leonard P. Reume, Convention co-chairman. . . . (19) L. Baker Adm. Sect'y NAREB.

educational institution gave instruction in real estate. Today, in large measure as a result of NAREB's work, more than 186 colleges and universities are offering courses in real estate.

In the eyes of the public and both the legislative and executive branches of the federal government, the Association is the spokesman for real estate. In recent years, in pursuit of its historic objective of making home ownership possible for increasing numbers of families, the Association has been active in strengthening and broadening government programs contributing to this end and in easing the impact of recurring shortages of mortgage money. The various and successive steps in the development of the Home Owners' Loan Corporation, the Home Loan Bank System, the mortgage insurance program of the Federal Housing Administration, and the Federal National Mortgage Association have been taken with NAREB leadership.

Specialization

To keep pace with the constantly growing trend toward specialization in the complex real estate field and to assist Realtors with specialized interests, the Association established a number of affiliated institutes and councils through the years. Ten in number today, these professional organizations devote themselves to continuing studies of the latest trends in

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MONTREAL: Sheraton-Mt. Royal 1100 rooms. Three major ballrooms, each seating over 1,000 persons, plus fourteen other function rooms accommodating up to 600.

MONTREAL: The Laurentian Over 1100 rooms, including several suites and private meeting rooms. The modern Laurentian combines with the Sheraton-Mt. Royal, two blocks away, for conventions of up to 2,000 people.

TORONTO: King Edward Sheraton 850 rooms. Crystal Ballroom seats 750 for dinner, 1000 for meetings. Seven other function rooms accommodating up to 400 persons.

NIAGARA FALLS: The Sheraton-Brock All 300 rooms have an unobstructed view of the Falls. Ballroom and Convention Hall seats 400 for dinner, 500 for meetings. Four other function rooms available.

HAMILTON: The Sheraton-Connaught 400 rooms. Crystal Ballroom seats 600 for dinner, 800 for meetings. Two other large function rooms for up to 500, plus many other rooms accommodating from 10 to 125 persons.

FOR DETAILED INFORMATION ABOUT SHERATON CONVENTION HOTELS contact any Sheraton Hotel or William Gray, Northern Division Sales Mgr., King Edward Sheraton Hotel, Toronto.

SHERATON HOTELS IN CANADA AND COAST-TO-COAST IN THE U.S.A.

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BALTIMORE

PHILADELPHIA

PROVIDENCE
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ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N.Y.

MIDWEST

CHICAGO
DETROIT

CLEVELAND

CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S.D.
SIOUX CITY, Iowa
SIOUX FALLS, S.D.
CEDAR RAPIDS, Iowa

SOUTH

LOUISVILLE
DALLAS
MOBILE
NEW ORLEANS
SAN FRANCISCO
LOS ANGELES
PASADENA
PORTLAND, Oregon

WEST COAST

HAWAII
HONOLULU

fields such as appraisal, management, general and farm brokerage, and industrial real estate.

Research Started

In 1923 the Association began its semi-annual study of the real estate market which has been intensified in recent years. With the emergence of mortgage finance as a postwar problem, research activities were expanded with the addition of a mortgage market survey. Its thoroughness and accuracy have brought Association research increasing prominence.

Government Recognition

During World War II, NAREB and its members rendered outstanding service to the government in the assembly of vast tracts of land for war purposes, in maximum utilization of scarce industrial space, and in wartime stabilization of rents. It was responsible for an effective decentralization program of government offices to make room for emergency needs in Washington. It kept private home building alive also during the war and blocked a plan to freeze all occupancy of residential property.

Following the end of the war, NAREB successfully brought about government recognition and use of private appraisers and brokers in connection with federal real estate, fought the wholesale expansion of socialized public housing, and secured the adoption of a plan for federal rent decontrol.

Among its greatest accomplishments, however, have been the prominent role it has played in making home ownership possible for six out of every 10 American families today and the establishment of its famed Build America Better program to eliminate slums and blight. Major concepts of this conservation effort were adopted by the federal government in its Urban Renewal program.

+ + +

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A Kind Letter From nareb Chief

James M. Udall is president of the membership of the National Association. He hails from Los Angeles

CANUK-AMERICAN CO-OPERATION

The Toronto convention will offer American and Canadian Realtors a rare chance to meet, share experiences, and in many cases establish personal contacts which may lead to mutually beneficial relationships later.

Our two countries are looking forward to a new decade of expanding population and economic opportunity — a period in which the services of the Realtor will be in constantly increasing demand.

And over the next 20 years both nations are expected to make even more startling gains. The U.S. Census Bureau forecasts a population of 260 million by 1980, a jump of 84 million over the present. Canada's Gordon Royal Commission has predicted Canadians will number 27 million by 1980, a leap of 10 million.

This kind of growth inevitably spells more homes, more commerce, more industry, and more need for Realtor services, and an even greater need for cooperation and mutual respect among the Realtors on both sides of the border.

There are numerous examples of

real estate transactions made possible through the cooperation of American and Canadian Realtors. However, closer contact between members of the calling in both countries is essential better to serve site-seeking industries and what may become an increasingly mobile population on both sides of the border in some areas.

A dramatic product of this kind of cooperation is the beautiful new capitol of Newfoundland in St. Johns.

This building was financed and constructed through the cooperative endeavor of Canadian and American members of the Society of Industrial Realtors, an affiliate of our National Association of Real Estate Boards.

Many Canadian Realtors have found membership in NAREB's specialized institutes, societies, and councils an effective avenue to international business opportunities and the sure means of gaining the professional status we all seek.

A major new stimulant to Canadian-American business is the St. Lawrence Seaway — a project which I know will create tremendous opportunities for Realtors in both countries.

Officially opened this year, the Seaway provides a 27-foot channel from

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Montreal to Lake Erie which opens the Great Lakes and thereby the heartland of North America to 80 per cent of the world's cargo ships. And this \$470 million joint-project of our two countries will be paid for with interest by tolls.

Think what this will mean to commerce and industry just for the next 10 years alone. It will be a big factor in improving Canada's already strong position as one of the leading trading nations of the world (fourth place in 1957). During June alone 2,787,000 tons of cargo moved through the Seaway, an increase of 69 per cent over the amount handled in the same month a year ago by the old shallow canals. This is just a small forerunner of what is to come.

Experts predict that billions of dollars will be invested in new and expanded plants in areas served by the Seaway, and already we see new industries settling in favorable locations on both sides of the border.

The opportunity here for Industrial Realtors is obvious and well known to this forward looking group. In fact, the Society of Industrial Realtors is holding an open meeting during the convention on Canadian-American relations in industrial development. There should be "standing room only" for this meeting.

But the Seaway may very well provide the opportunity for mutually profitable cooperation between Realtors handling less specialized property. We are told that the broad Seaway region can look forward to a one million annual increase in population, some of it in border regions, providing a wide-open area for Realtors with imagination and drive.

Location of new plants and the development of whole new cities may increase the number of people moving from the United States into Canada and vice versa. At the present time between 30,000 and 40,000 Americans take out visas annually to work in Canada while some 60,000 Canadians take out visas for the United States each year.

Those people who move may need to sell one home and buy another. The selling Realtor can offer a useful service by putting his client in touch with a Realtor in the destination city. This Realtor may have a new home waiting by the time the family arrives.

This is one example of the kind of basic cooperation which can be applied across the border. But joint endeavors are possible also in other types of real estate transactions. A good way to lay the groundwork is by getting to know your fellow Realtors

at the convention. Personal acquaintanceship generates even greater respect for the other fellow's ability and character, thereby improving vastly the possibilities for future cooperation.

"Qualify with quality in the prospering sixties" is the slogan of this NAREB convention. We know this slogan means as much to Canadian Realtors as it does to us because both nations are preparing for dynamic growth in the coming decade.

The convention offers rich opportunities to gather business building ideas which will help Canadian as well as American Realtors make the most of the coming years.

One of our major reasons for choosing Toronto as the site for this convention is the opportunity it offers for contact between Realtors of our two countries. I strongly urge the attendance of every Realtor in Canada. I would like to meet you personally in Toronto.

—JAMES M. UDALL,
President.

+ + +

Did you know that whole camels are roasted at Bedouin Wedding feasts? Cooked eggs are stuffed in fish, the fish into chickens, chickens into roasted sheep carcase and this stuffed into the whole camel.

The WESTBURY has been host to many O.A.R.E.B. and C.A.R.E.B.

Executive Conferences in the past two years. Member Realtors,

too, have become our regular guests.

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Gateway... TO FUN & FROLIC!

They came . . . from Moncton, New Brunswick, Nova Scotia, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia. They came by train, car and plane. They came, saw, heard and feasted.

Thus a surprising convention commenced and finished one memorable week in September. It was memorable, because the convention, under the helm of Doug Woodley and Bert Katz (Convention Chairman and Speakers' Chairman respectively) made it so. It was awarded, by the tongues of many, "the best" many veteran delegates had ever attended.

It was surprising, because no one, even the most optimistic would predict that so many Canadian Realtors would attend. But, they did. Over 470 registered.

H. EDWARD TOTZKE
REALTOR
ST. JOSEPH
AND
BENTON HARBOR
MICHIGAN

Bert Katz, must be sincerely complimented for his efforts at lining up the nee plus ultra of speakers. The cream of the crop, as it were.

Even after a hard night of extra curricular activities, the salons were crowded next morning for each address or panel session.

Tuesday night was Fun Nite. The affair was staged in the "CAREB Corral" ten miles out of town. Situated on large acreage, the Province of Saskatchewan has an experimental station, including some splendid landscaping, large auditorium and monolithic barbecue pits.

A welcoming committee met each group as they drove up . . . saw them parked properly, gave them a bib (note picture above) . . . gave them

a swat cross their . . . and sent them in to a hilarious night of entertainment, good solid, tasty western visuals.

Thus, Saskatoon's Fun Nite closed out the social portion of another convention. A convention which, efficient operations and top-flight agenda . . . knows no peers.

Next year the convention is in Toronto and the year after—Bend. Both host boards will have their web cut out to match the Saskatoon convention.

See you next year!

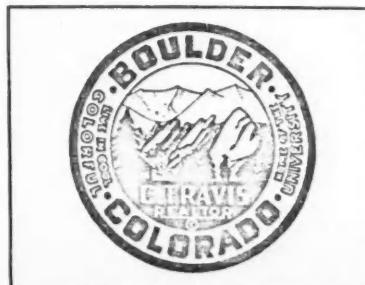
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1960 SLATE OF C·A·R·E·B OFFICERS



READING FROM LEFT TO RIGHT (seated) Herbert R. Fullerton, Vice-president from Vancouver; James A. Lowden, President, Montreal; Bert Katz, Vice-President Ottawa.

Back row left to right: all regional vice-presidents with exception of Mr. Koyl. Gordon Page, Moncton (New Brunswick); E. H. Jackson, Calgary (Alberta); C. F.

Whynacht, Halifax (Nova Scotia); Jack S. Walker, Regina (Saskatchewan); Donald H. Koyl retiring President, December 31st.; Maurice G. Klinkhamer, Cranbrook (British Columbia); R. C. Aitkens, Boissevain (Manitoba); C. W. Rogers, Toronto (Ontario) and Marcel Audette, Montreal (Quebec).

Good slate of Officers to conduct 1960 CAREB AFFAIRS

FOR PRESIDENT

James A. Lowden, Montreal, is Quebec Mortgage Manager for Manufacturers Life Insurance Company. Previous to his election as President, he was Senior Vice-President of CAREB.

Mr. Lowden is well-versed in National and International Real Estate. He is regional Vice-President of the American Institute of Appraisers; Senior Member, Society of Residential Appraisers; Past Vice-President of the Appraisal Institute of Canada; Chartered member of the Canadian Institute of Realtors; Past President of the Montreal Real Estate Board; Past President of the Winnipeg and Montreal Chapters Society of Residential Appraisers.

His work has involved prolonged study and market analysis of numerous shopping centres on the continent.

Mr. Lowden's Senior Officers will be:

HERBERT R. FULLERTON — Vancouver, Vice-President of CAREB.

Mr. Fullerton is President of Blane, Fullerton & White Ltd., prominent British Columbia Realtors.

He has held many executive posts in organized real estate, but possibly his best known is that of Chairman of CAREB's License Law Committee. His work on this committee has produced sterling results. By hard work,

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WESTERN COMMUNION



FUN NITE was Tuesday night and the excitement went on, and on, and on! The huge beef barbecue pits and serving tent is just off the picture to right. Downing the 'odd one' . . . making new acquaintances . . .

renewing the old . . . dancing . . . a thoroughly satisfying barbecued beef, corn and potatoes (in wrappers) meal . . . entertainment — all made the affair a memorable one. No . . . the two tall men in left back-ground weren't from Texc.

the License Law compilation of data for all Provinces has brought an outstanding accolade to him and his committee.

Mr. Fullerton is Past President of the Vancouver Real Estate Board; Past President of the B.C. Association of Real Estate Boards; Chairman of the Real Estate Council of B.C. (a government controlled office). He was also honoured by becoming the first President of the B.C. Institute of Real Estate Agents.

BERT KATZ — Ottawa, Vice-President of CAREB.

Mr. Katz is President of his own firm in Ottawa. His firm specializes in property management in the Ottawa area, being one of the largest in this field.

He is past President of the Ottawa Real Estate Board, Past President of the Ontario Association of Real Estate Boards and, is at present, International Vice-President of the International Federation of Real Estate Boards, which body he has represented CAREB, at Madrid, Spain, and Rome, Italy.

He is a charter Fellow of the Canadian Institute of Realtors, and is on the governing council and Executive Committee. He was also one of the first charter members of the Canadian Association when it was formed in 1943.

His hobby is Cinematography and foreign travel. Mr. Katz has crossed the Atlantic eight times and the Pacific twice in the past few years, usually taking a film record of his travels.

He is the brother of the well-known Canadian Writer, Sidney Katz, Associate Editor of McLean's Magazine.

REGIONAL VICE-PRESIDENTS

ALBERTA: E. H. Jackson,
Calgary

B.C.: Maurice G. Klinkhamer,
Cranbrook

MANITOBA: R. C. Aitkens,
Boisbriand

N.B.: Gordon Page,
Moncton

N.S.: C. F. Whynacht,
Halifax

ONTARIO: C. W. Rogers,
Toronto

QUEBEC: Marcel R. Audette,
Montreal

SASK.: Jack S. Walker,
Regina

TORONTO

(Continued from page 25)

area of Toronto. But, even now, one walks through this remarkable castle, one expects the bells to toll ponderously, rolling and echoing command to come and pay homage.

Toronto is big. It has long since reached maturity. In doing so it has collected flotsam and jetsam along the way. It has its foibles . . . its colorful history . . . its John Steinbeck characters . . . the largest trading post in world (the Toronto Stock Exchange) . . . its notoriety . . . the world's largest Annual Conductors' Exhibition . . . the first proposed J. L. airport (tenders being let now) . . . its Maple Leaf arena . . . a 20,000 student University . . . even the biggest collection of Chinese historical pieces in the world (outside of China) in the Ontario museum.

All these things Toronto has. And all these things you very welcome American Realtors can feel, touch, see and hear while you on the north side of the border.

We the Canadian Association of Real Estate Boards, welcome you and thank you for visiting us.

MONCTON WINS TROPHY

The Moncton Board with their percentage of Board members present and, considering the distance travelled, won the Harry LePage Trophy, hands down.

The trophy, donated by Harry LePage, prominent Toronto Realtor, is awarded annually to the Board who has the greatest attendance, in ratio to distance.

Last year's award was made to the Westminster County Board. 1957 it went to Peterborough.

Mr. LePage is Past President of the Canadian Association of Real Estate Boards.

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— CONVENTION ACTIVITIES —

SASKATCHEWAN BOARD OFFICERS



The following men were elected officers of the Saskatchewan Association of Real Estate Boards, at their annual meeting held Saturday preceding the CAREB Convention. Left to right seated: S. Loshack, Prince Albert (Dir.); D. P. Woodley, Saskatoon (1st. Vice President); J. S. Walker, Regina, (President); R. P. Klomberg, Saskatoon, (retiring President); R. L. Cawsey, Regina (2nd. Vice. P.) STANDING: G. N. McCallum, Saskatoon (Dir.); W. D. Taylor, North Battleford (Dir.); J. S. Duncan, Moose Jaw (Dir.) and W. E. King, Saskatoon, Executive Secretary.

REGISTRATION EFFICIENCY



A picture showing the hard-working registration people who created, what a visiting veteran convention-goer stated "Was the best job of registration I've ever seen."

closing ceremonies

some sad . . . some weary — but all glad they came) attend closing banquet at CAREB's '59 Convention.



LEADING EXPERTS EXPRESS VIEWS

THERE WAS much to be discussed, much to be learned, at the Saskatoon Convention. The seven figures illustrated were a small segment of the high-level talent lined up by Bert Katz (now Vice-President elect of CAREB) who was the Chairman of the Speaker's Committee.

Immediately above: Walter S. Dayton, New York; above right: Dr. Albert Rose, Professor School of Social Work, University Toronto. The panel of four, with Mr. W. F. Lougheed missing, consists of A. B. Brown, Winnipeg; Anthony Adamson, M.A., Toronto and P. S. Secord, C.M.H.C., Ottawa. (Dr. Rose also sat on panel.)

Frank McBride, Jr., Sacramento, Calif., immediate right and James Udall, far right, President of NAREB.



CANADA "UNLIMITED"

The Presidential address by the retiring President Mr. D. H. Koyl is hereby published with only slight abridgement. Mr. Koyl's thoughts reflect an optimistic prediction for Canada's future.



D. H. Koyl, F.R.I.

Ladies and gentlemen of the Real Estate profession of Canada: I first must tell you how happy I am to see so many old friends and fellow Realtors at this, our Annual Conference. I think it is most appropriate that we convene here in a city originally dedicated to the theme of receiving those who responded to the cry of the late 1800's of "Go West, young man, Go West," especially since an area such as this will now certainly become a starting point for those heeding the new cry of "Go North, young man, Go North".

In the short 50-year span that has seen the creation of this area, it has been one of boom and bust — a boom in 1912, a bust in 1920 — a boom in 1926, a bust in 1930, and it is probably the area that went down the furthest in all Canada in the 30's but an area that came out of the war with a population, locally, of slightly over 40,000 and today stands close to 90,000.

Here truly we who earn our living in this locality have been in a boom for 14 years and if you, from the other parts of Canada, felt that there was a recession in our business two years ago, it can safely be said here that no such thing existed.

You are gathered here in convention to decide many important issues but as a starting point in attending a con-

ference of this type I ask you to search your conscience through your years of experience as I have tried to assess mine in preparation for today.

How effective have you been this past year in furthering Canada's newest profession and improving the standards of ethical practice of real estate?

We here in Canada have been in the greatest era of prosperity ever known. But I repeat something said a

need for the ugly ducklings that are being produced today. We here in this country should be, if our cycle of evolution is correct, in for a cultural and spiritual period in which beauty, education for the arts, will again come to the fore. We who deal in land sometimes do not realize that everything of necessity comes from the land. We speak of there being three necessities to man — food — shelter — and clothing — food comes from the

Between the beginning of 1951 and the end of 1958, roughly 1.4 million immigrants entered Canada. During this period, weekly wages in Canadian industry rose from an average of \$49.61 to \$70.43, an increase of 44 per cent. The Consumer Price Index rose from 113.7 to 125.1, an increase of 10 per cent. It is clear, therefore, that the arrival of 1.4 million immigrants was accompanied not by a decrease, but by a substantial increase, in the real wages of industrial workers.

— *Globe & Mail*

year ago, that we are still building homes for the government mortgage market and not for the consumer!

It was understandable that after the 15 years from 1930 to 1945 when no housing of importance was produced, it was understandable that there should be four walls and a roof hurriedly put in place to provide housing, but 14 years later there is no

land, we use land on which to place shelter, we use land to create the products with which to build shelter. We use land also to create wool, cotton and linens for clothing. However, in our selfish desire to earn a living in this world we sometimes think only of land in the nature of shelter. Today we must think of the land that we develop, the land that we re-sell, and

the homes that we provide — we must think of them in terms of pride of possession and of spiritual and cultural values that they can bring to the home owners. I don't mean to infringe on the rights of other professions for I am not suggesting that we design these homes, or strictly in our role as Realtors, that we build these homes, but I am suggesting that we demand the use of the other professions, the architect, the landscape gardener and the artist to add to the beauty of these homes. A beauty that will be demanded by the consumer in the coming years.

There is every reason to be alarmed about the "Plain Jane" houses being built for the simple reason that there are four major forces working to raise the taste — the ability to afford good taste — on the part of the Canadian Citizen. They are — first — rising real personal income, in other words, a greater income than that indicated by actual inflationary income and — second — more education, in other words, people are going to higher grades before they leave school and while they may not continue with formal education they have enough background nowadays to carry on with informal education in good manners and artistic taste. Third is the national advertis-

ing picture where the people that create tasteful objects are able to spread the story of the beauty they create through advertising. And fourth — the good old desire to better oneself. So it makes me say that we have got to get into some beauty in our housing as well as practicality. This doesn't mean that the laboring man's wife wants to completely follow the desires of the wealthy housewife. Some research has been done in this subject and sociologists have found consumers emulate tastes within their reach or just above their present status.

The emphasis in the last few years across this country has been that of practicality, but the time has come for beautiful surroundings and beautiful living areas to replace the present areas where City Government and other subdividers unthinkingly have taken away the trees and the rolls in the land for cheapness in construction. They have generally created nothing of beauty, only the repetition of ugliness.

The growth of the discriminating buyers also suggests that we should be seeking the construction of more, better class homes. The consumers that are at the peak of their earning power in these good times are those

in the 40 - 55 age group. These people are second time buyers at least, and in a great many cases, third time buyers. The second and third time buyer is a more discriminating person, not only because he has reached the age when his income is at its peak but, I think more important, because that buyer is not in need of shelter. They will look sometimes up to 4 and 5 years to find what they seek. Our real income here in Canada since 1929 has risen by 30% but the value of the average home today measured in constant dollars has actually declined in line with the disposable income of the average family. In other words, today, and this applies to the States as well because a similar survey was done there, we are living in homes worth roughly one-third less than families in the same income bracket in 1929. This is in spite of the terrific upgrading that has gone on in housing since the end of the war.

HODGE PODGE

Our highways — and entrances to our cities are a hodgepodge of billboards and shacks. The automobile and the pedestrian have proven that they are difficult to mix. The whole continent's basic plan has become obsolete because of this.

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You have, with the knowledge available to you, the opportunity within your communities to be the leaders in community and city planning. There is no other pool of knowledge, no other organization of this size with the knowledge available within it available, but being passed up by community officials. So often when cities find themselves in deep trouble on land use, on over-all planning, they turn to us in desperation after finding themselves involved in expensive proceedings where advice from members of this group originally could have saved many thousands of dollars. Your job must continue to be one of selling your local community on the existence of this ethical group for their protection and that it is available to the community, and that they will save in the long run through the use of the facilities available.

Canadians as a nation, Realtors as a group, and this Association particularly, do not take up any political position. I claim it is essential that this organization do so. And I don't mean that we enter into party politics but I do mean that we must present to the people of politics the views that we represent. We must present our thoughts in connection with shelter. We are the leaders in our business. We have gradually become recognized. But, Government not only needs to be told at the National and Provincial levels through us standing out as an organization and speaking our minds, but the other level of

government, the civic level, must also be sold on the information that we have at hand. Your Board must provide a single voice to your area that business leaders exist, that they are vital and able to present a vigorous service to the community.

We are members of an organization that is over 11,000 strong. As yet education is needed among us. We have only now started to turn out the high grade general practitioners in real estate through our University courses. I can tell you that if you see 200 graduate professionals in real estate today after our second year of graduates and four years of operation of our course; after eight years (twice as long) you will see 2,000 (10 times as many) graduate general practitioners in real estate at the professional level in this country. I suggest to the assembled brokers that your future income depends on the knowledge that is available to the public through your office and you can save yourself and your staff years of trial and error through the Canadian Institute of Realtors course. I suggest to you that you give deep consideration to these courses within your own offices immediately on your return from this conference.

EDUCATION OPEN

Within our Association other branches of education are still open to us and I call for this Association, in convention, to adopt some policy in connection with the correlation of

minor education in the real estate business across this country. The spade work being done in such outstanding Boards as those at Calgary, Vancouver, Toronto and Ottawa, being repeated in these various cities unnecessarily. Some correlation of the effort is of immediate necessity.

Those among us who like to claim themselves as having reached maturity realize that the formal education that they received was less than adequate. Every job requires knowledge of the whole picture concerned in the job, and in this real estate business ours, it is a picture that is so vast that we can only hope to tap a fraction each, after a general education in the business. There is no shorter cut to broad basic knowledge that that available to you in the real estate courses across this country.

I call on you to study more profound techniques because once you have mastered your basic job you have to go on or you slip back. Constant study, constant seeking for knowledge, must be part of your living today. You are compelled to trust the judge when you have a legal problem. Otherwise trust your judgment, you cannot fail the public you serve.

The public of Canada needed some method of distinguishing the ordinary sales person from those with the above average ability being provided by you as Realtors. And I suggest that with our two grades available to us now a third will appear shortly. We have

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today the man that is entitled to the use of the word, "Realtor"—a man that the public now knows follows a strict Code of Ethics in his day to day operation. We have one step higher—the man who has graduated from our professional course. Who, with his degree, becomes more and more recognized as a consultant in real estate matters. A third field will open up as a result of you meeting in conference through these three days. The field of the true specialist in real estate, the man who has conquered the general practitioner phase and who wishes to carry on and become a recognized specialist.

But it is essential to you that you have the larger understanding, the deep insight into the business as a whole, provided through your local board education program. It is essential that you have developed the accuracy in observation and subjective thinking and discrimination that goes with the education provided at the Institute level. Then if you have a favorite subject the third and specialist phase of this business will make you an analyst, will make you a consultant in the aspect of business involved. With this phase in operation we shall at last be providing the service needed by the public from Coast to Coast.

There are many forces at work in this country today but keep in mind that this is raw country that subjected itself to the hunting rifle, the axe, the seythe, the grist mill and a little later heard the sledge hammer making ready for the whistle of railroad engines and later still, built up the noises of the factory life. Keep

in mind that as this industrial revolution passed the first frontier, it left the farmer with aids to successful operation of his farm such as the great combine harvesters of today. Keep in mind that the first generation still exists, it is still here, and across this country we are still looking forward. As area after area built up and became united into Provinces it was not through common ancestry, but through common hopes for the future that the area built. We here in Canada still have little consciousness for the past. We are working too hard for the future. But along with the material—the spiritual things must get into this future. The generation that subdued this wild prairie land is still here to say, "we did this with our backs and our hands." If the point in our own history is correctly placed, the period will arise very shortly out of the fast moving, pliable, buoyant characteristic of our growing country. We will see a resurgence of spiritual values. We are at the point in our lives when the material and the ideal things in life have to come along together for a short while. In the words of Henry Ford, "*The greatest materialist is the man without adequate food, shelter and clothing, or security, for he can think of nothing else. But, when he succeeds in obtaining these—his intellectual and spiritual needs claim proper attention.*"

When one thinks of the fortunes made out of land in the populated areas of this country, or oil such as has taken place in the last few years in the west, we all want to reach for them. As we grow up as a nation,

mere luck plays a smaller part. Change, science, skill and organizational ability points up the need of education within our field.

This country will be an entirely changed country by the year 2,000. These changes in Canada will be the fastest that have ever taken place in any country. The person capable of planning and thinking problems through to conclusions, will be the success in the coming 40 years of this country. You will be part of the mature society that will build and fulfill the promise of this great country.

PROPER LAND USE

I call to your attention the recognizable need to examine land use in Canada. Perhaps we are not faced with land shortage for urban use here in the West to the extent of those in the St. Lawrence Basin, but it is true that at present we are using our land indiscriminately, with no thought of future use that we are destroying future beauty in the process. I therefore call for some recognition for the need of a land use study in this country. I suggest that this convention consider such a subject as one for study and consider methods of carrying out such a study (including the loss of productive agricultural lands in the Niagara Peninsula through indiscriminate urbanization and industrialization).

Here in the West we concern ourselves with larger areas, the areas drained by rivers, the areas creating vast forest lands.

We, as a strong body of thought, must convince those in authority on

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the preservation of the use of large public areas and the provision for the maintenance of the beauty of our cities along with their practicality.

A study such as this should be done in conjunction with the oil companies, the automotive companies, the shelter providers (the National Home Builders) — the construction industry as a whole and the Canadian Association of Real Estate Boards. And, including those people of great thought, the architect and the engineer. These, collectively, are the people that have made our cities obsolete and the existence of these problems indicates a need to study solutions for the problems that have been created. I believe that this Association should go so far as to call for a Royal Commission on land use.

We in Canada are living in an economy that can only be called abundant. Living as we do today, it's hard to recall from our history, studies that since civilization first began, people everywhere have known nothing but want, fear and abject poverty.

It is hard for us to think in terms of half the world not having enough food, clothing or shelter and completely lacking in education and medical care. We have not gotten rid of the poor completely but, we have come as close as anyone else on this earth. We have taken a great deal of the burden of labor from our back and as the world looks on in envy I believe it is possible for us to provide some of that envious world with a livelihood in this country.

IMMIGRANTS NEEDED

We here in Canada, as a sparsely populated nation, find it difficult to fulfill our obligation to contribute to the Colombo Plan, to NATO, to the Marshall Plan type aid. But, this type of aid is not enough. Yet we can't afford a greater monetary contribution in impressing this Democratic way of life upon the uneducated countries of the world. Our greatest hope for an enduring world — for a world in which this Continent's ideas of freedom are uppermost, is still in the concept of opening up our land to chosen people of the world, that could make good Canadian citizens.

To the north of us (Saskatoon), and to the north of every part of this country lies our future. We are seeing it in a quickening pace and the economic development throughout our great north country. A period is in progress today for northern Canada that parallels the railroad construc-

tion era of the late 1800's.

We are stretching our access to this north country in all directions; roads, airports and railroads are all stretching their fingers of service to this area. To "Go North, young man," may be the key to success for many during the coming hundred years. Today it is a land of small villages, a land of forests, some fishing and some fur trade. A land of untapped mineral wealth which means that we have — what has been described as, a sleeping giant stirring. The frontier is pushing back daily, remote areas are coming into the orbit of our economy. A few years ago knowledge of the north was limited to the navigable streams. Now every inch of the north is being explored, every inch is being plotted. The undeveloped potential of this great area lies available to us, an area much greater than that area presently occupied by the concentrated population of Canada.

Canada has almost unlimited land available but I suggest to you there is a fear that will develop from this. There are countries in this world where population is literally packed in shoulder to shoulder. I submit to you that it would be better if we here in Canada today pick the massive numbers of immigrants that are needed to fill this north country than to have it taken from us and filled by people that we would consider undesirable neighbors. Taken from us it shall be if we don't show the forethought to make use of that land for population. It is essential that we harness the vast power resources of the north, including atomic power and atomic central heating. It is essential that industry make use of these vast power resources and take population with it. The picture is changing rapidly.

NEED FOR HOMES

Across this country, expansion in our general economy, the higher personal income, the changing size of the home desired by the people of this country, the shifting of population from rural to urban, has all lead to the demand for homes. All this makes for a need for more homes in Canada. Whenever we sell a home to a first time owner we are helping Canada as a whole. No matter how low the down payment becomes, we create a person who believes in democracy.

We all come to these conventions looking for forecasts and discussion on trends in Real Estate prices. It will interest you to know that prices of new homes have advanced only slightly this year. Prices of existing

homes have held steady except for a slight rise in recent construction. Residential values would appear to have resumed their advance and there is no place in the overall picture for real estate prices to go except up. There will be set backs. There will be years when this thought will be questioned, but, in the over all picture through a lifetime, real estate values will continue to rise.

RENTAL PICTURE

There is a change taking place in the rental market across the country. The tenant of today is rejecting the poorly built, make-shift apartment of the immediate post war years, and is preferring to pay higher rentals for more comfortable suites with modern, better conveniences. The consumer has once again become a dominant market force, the buyer today is more selective and is not subject to the hasty buying of the immediate post-war years. Prices and volume are strong, better than ever for both new and used homes, but the buyer is looking closely today. There is every expectation that 1959 will show the greatest volume yet known in residential sales in the real estate business in Canada but, with the shopping customer there is a very definite stabilizing effect taking place on prices.

There are areas of course in this country today (Sydney, N.S.), where the local economy is not able to keep up with the current rise. There are also areas where local municipalities have not solved their financing problems and therefore the housing picture is obscure (Regina). But all in all, across the country the picture is one of optimism.

The one thing that I do forecast that will be tremendous in the coming five year period, will be the increase in apartment units. If you look at age break-downs across this country you usually find approximately 20% in the 40-55 bracket, and approximately 20% in the 25-40 bracket. But you will find today that there is about 30% of our population in the 10-25 age group. Here is a new market for the apartment builder. It is coming up fast. It is the market created because it is now twenty-one years after the beginning of the war when the war baby becomes a new family statistic. Therefore a rising inventory of apartments will be needed to provide the home unit for the first time house user, the young married couple that is about to flood into our market. Perhaps we will not need a larger single-family home-building industry than we have at the moment for some years to come, but we will most cer-

tainly need many, many more multiple units in the rental housing picture.

Canada was fortunate during the recent recession, the decline took place suddenly but came back just as quickly. We had a much milder time of it here in Canada than in the States. After our period of maximum production extending up until early 1957, some over capacity developed, sales fell off and of course, production followed more rapidly. Production fell far more sharply than sales because the producer met his sales demand for some months by bringing down his inventory. It has been said that the nation's physical output shrank by 6%. Corporate profits by 20%. Certain facets of the economy were not affected at all. Very fortunately, credit was not cut off through the period. In the latter part of 1958 both commerce and industry came back slowly and certainly. Inventory reduction is over. All through 1959, owners of plants have been using up their surplus capacity. Present indications are that we will approach in 1959 the tremendous surge of business that existed in early 1957. However, once again, as we go into a boom era, we are faced with the problems of a depreciated currency, of increased cost of production that produces nothing extra. The recession of two years ago was described as an enforced period where the country gets some fat off the corporate body, all of which sharpens the mental effort and improves the industrial life of the country and, allows us to plan our economic life.

Inflation is and will remain, a major problem in Canada for some years to come. The country as a whole became aware of the perils of inflation through this recent recession. I think economists describe inflation as too many dollars chasing too few goods, and there are very few Canadians left that think they can have higher wages, shorter hours, longer strikes, bigger handouts, tax cuts, deficit spending, expanding money supplies and a stable dollar all at the same time. Many great minds say there is nothing inevitable about inflation but, unfortunately, a continued inflationary period causes people to shy away from money as such. The hope of course is that the steady increase in output per man through scientific advances, will allow us to outstrip the increased cost of production.

Increases in productivity come from better tools, better machinery, production know-how and desire of personnel. It certainly involves the

efficiency of the plant, equipment and management. There are many today, contending that with the great expansion in the last fifteen years our need now is not more tools but more efficiency. We all expanded fantastically in the last few years, in some cases without thought to expense. This recent recession taught the Canadian businessman that efficiency is needed. So better use of staff, more long range planning will equip us for the population increase that will take place in the next ten years, an increase in excess of 25% of current population. This population will demand higher living standards, all of which means that business should be good for you in the housing business, especially after applying the lessons learned from the recent recession.

STABILITY NEEDED

Public confidence in the stability of our currency is absolutely necessary. Don't get me wrong, price levels cannot be absolutely stable in a free economy. There has to be some period when prices are higher than normal and lower than normal. In the lower than normal period there is anticipated higher unemployment. Canada, however, is a wealthy enough country to see to it that no large segment of the population suffers seriously from unemployment, but rampant pump priming, reckless creation of jobs is inflationary. Unemployment insurance is not inflationary.

There are many items of government policy that will need decision in the coming few months. As you all know, in the past few months with the re-establishment of inventories, and the great upsurge in the economy that is taking place, the loan position of banks has been in a desperate condition. The banks reserves in cash were at their lowest levels ever. The banks found themselves in the position of having to sell bonds well below par in order to satisfy even their steady customers. This selling at a loss of course made them want to go to the Bank of Canada to borrow rather than to liquidate holdings at a loss. With the Bank of Canada set up as the place where the bankers do their banking, and the place where stability of our price structure is set, and with the government not raising taxes high enough last spring to immediately offset their deficit, it means that we are in for a period of severely tight money. Credit cannot be extended to accommodate commercial and industrial growth with the present situation existing. We have two

choices at the moment with which to get out of the present situation; either higher taxes, or more money being manufactured, which is inflation.

This is brought on by many things of course. Certainly the expansion of Canada is concerned. Another was the tremendous number or amounts of bonds that had to be re-financed last year. Practically every businessman in Canada is faced with expanding this year. Non-residential construction is a major thing in the present boom, and when the factory creators, the manufacturer, expanded and ordered heavy machinery and equipment with which to expand—it further tightened the money supply. Many people think inflation is the only solution but if price stability is important to us, we can't have such stability and inflation too.

Two years ago we were all thinking in terms of increasing national expenditures to reduce unemployment. To openly suggest to a government today, that national expenditures be slashed to reduce the demand for labor and money (which we haven't got) is something that the public as a whole finds hard to swallow when everyone is thinking in terms of expansion. This is a country that is synonymous with the word progress. When you are forced to reduce the money supply to business as a whole, expansion of business becomes very difficult. Politically— inflation is the more popular but it brings the most trouble in the long run. It is very difficult to check a boom or to stop it rolling. The degree of restraint that can be applied by government is very limited. In addition of course there are factors—foreign factors, that have effects on our economy especially our export market.

Decelerating a boom can become cumulative and turn a mild recession into a depression. Whereas when you are on your way up, pumping money into the situation does produce more goods and services because employees are available.

EXPANSION PHASE

In a boom situation, as demand rises without increases in money supply, consumption of goods, savings accounts, investments in factories and personal investments can be made to rise. But, here again this becomes cumulative and then your price level starts to get away from you, especially when you start bidding for available labor to carry out your projects.

One can't just say don't throw any more money in the pot. And, one can't simply say increase the taxes.

Certainly the tax increase that was put into effect last spring was still expected to produce a huge deficit. Perhaps however by the spring of 1960, there will be more revenue than the government expected, and it might even turn into a balanced budget, because, when we get into a boom such as we have at the moment, personal and corporate incomes rise.

Our large post-war increase in money supply can be absorbed and even more can be absorbed, if output rises from the same hours of work, and in fact if more money is not added at the point that output rises, the general price level will start to fall. But if more money is pumped in right now to our economy it could only be absorbed without price increases if the supply of goods and services are increased as rapidly as the money supply.

The moderate recession which turned the corner toward summer of last year has become an expansion phase. The forecast of increased gross national product of about 7.3% this year is dramatic in that it appears that our price structure will only go up perhaps 2% or maybe three.

To give you an idea of how much Canada has grown, the business volume of ten years ago in 1949, a year that was well into the post-war era, seems small today, and yet we had experienced four years of boom at that time. For example, total industrial production in April of this year was about 65% greater than 10 years ago. Manufacturing is ahead almost 49% over ten years ago, mining is up 150% and power and electric light facilities up 160% in that ten years. This indicates what our nation has done in the past 10 years. This process of expansion is the thing that keeps these cyclical recessions from being serious. It indicates our long term growth potential here in Canada is far from exhausted.

The greatest warning of the cross influences that are taking place between the economic cycles and the long term forces is that we shouldn't be side tracked by the short term deviations from the typical or normal trend. We will make the most out of long term economic growth through our free enterprise system and, these short term troubles, such as tight money that we have on our hands at the moment, could become long term troubles, if we are panicked into another inflationary spiral.

The employment picture has improved so much in the early parts of this year there is no question in any-

one's mind that our labor capacity here in Canada is at a straining point once again. It can even be forecast that by the end of October our unemployment index will be down to absolute minimums such as always happens in a boom economy. The discussion of unemployment this winter will cease to be a major topic of conversation and the more vocal parliamentarians will be chastizing tight money. If tight money is released too soon they will be chastizing inflation.

The Canadian consumer today has more savings than ever before. He feels that there is more security in his job. The fact that in 1958 savings grew while unemployment went up shows that the Canadian consumer himself laid the ground work for the great upsurge that is taking place in 1959. As real purchasing power is rising, the upward trend will continue to the point of rising production and productivity.

Consumers are spending more freely again, businesses are attempting to re-establish the inventories they sluffed off in late '57 and early '58. Average weekly earnings are again rising. The unemployment insurance commission is no longer faced with the problems it had last year. Prices have been rising less rapidly than the gross national product this past year, which is deflationary indication. Therefore, if we get over this tight money period we are into a very satisfactory era.

Summing up—Trends are certainly favorable, steel production is up, construction activity is holding its own, retail trade is expanding, exports are a little better, imports are perhaps too high, employment is better than seasonal in its gain and there is a general world recovery. While I discuss seriously the inflationary psychology that existed in recent years, there is evidence that the insidious effect of inflation will show moderation this year. The consumer price index has slowed its rise. The country's money supply has not been increased in almost a year now and while the budget last spring set out only to reduce the deficit, there is a possibility that a balanced budget will occur. High interest rates will remain for some time. In fact it is essential that they do remain. This, in effect, is tight money but a far more palatable pill to swallow than actual cancellation of credit. There will be no fiscal and financial crisis in 1959 or 1960. In fact, economists are now forecasting the next mild recession will come in early 1961. The major expansion period is here,

slower expansion will continue through 1960 with a burst of volume of business in 1960.

There is still a great demand for capital and credit. Unfortunately the banks are in a position of selling bonds at a discount in order to provide the money for day to day business. This may be the thing, however, that will prevent business going into run-aways such as it did in early 1957. (In fact if the July pace of bank loaning had been allowed to continue outstandings would have increased 50% over last year).

ECONOMICAL STRENGTH

As our Canadian economy enters the last quarter of the year evidence of strength in the economy grows every day. Demand for capital still exists and is still difficult to fill, but it appears that the economy's growth and tax revenues will be above those predicted at budget time. Therefore, we can live in hope that no increase in money supply will be needed in the coming year.

The gross national product will reach thirty-four and a half billion dollars, up better than two billion over 1958. Unemployment continues to drop faster than indicated by seasonal rates. The outlook for employment for this winter is one of improvement through the fall and not as great a seasonal decline this winter.

The feeding of inflation is not inevitable, there is a cure but it would take co-operation between business, government and labor. It first requires the government to live within its income. It secondly requires business to be judicious and responsible as citizens in its pricing and in its profit taking. It requires labor to be judicious in basing its request for increased pay on a share of the gains from increased productivity. It also requires a fourth factor—ourselves, the consumer—who must not demand that the government spend for improvements in our way of life and then balk at paying increased taxes. The basic problem of inflation stems in a large part from groups or individuals trying to advance their own interests. Once this is recognized I don't think inflation will be something that the government and bankers will worry about. Inflation will then become something that everyone will do something about.

Consumers are the key to all the nation's business. They are individuals making individual decisions to spend, save or invest money. There is an increase taking place in disposable income in this country.

(Continued on page 27)

What's with this city-

TORONTO?

The City of Toronto is Canada's paradox. It means many things to many people. To Europeans newly arrived it means a taste of luxury never before known . . . seldom dreamed.

To folks from other provinces it has been called just about everything under the sun, or Websters.

Toronto has been accused of being cold, impersonal, immoral, righteous, ugly, dirty, too fast, too slow. To others it is exciting, alive, bustling, beautiful.

Whatever the opinion, succinct or vociferous, Toronto is big and bustling. No one can deny that. Its 1,425,000 inhabitants plus the hundreds of thousands pouring into its environs daily, serve up a cosmopolitan atmosphere which is gradually taking on the flavour of New York, Chicago, London or Paris.

Few towns on the Continent have managed to have so many colourful civic leaders. Big, plump, solid, bowler-hatted Frederick Gardner casts his shadow over Metropolitan Toronto's Administration. "Big Daddy" as he is called, is appointed rather than elected to office. Consequently his is a power untrammeled by political interference. It is hardly likely Big Daddy would apologize if his number tens landed on a figurative carbuncle.

Mayor Nathan Phillips, cut from different cloth, sometimes appears like one of Thorn Smith's characters. Moving with salubrious *savoir faire*, the Mayor spends a good deal of his time welcoming every dignitary from the Ambassador of Pango Pango to Jayne Mansfield to the Welsh Girl's choir to survivors of the Springfield Mine disaster.

In his way he arouses more anguish than his predecessors. When Princess Margaret arrived in 1958 he just happened to have a grand-daughter whom he had present the Royal guest with a bouquet. This motion was greeted with certain derision by the press. Mind you, not all the press. One of Toronto's leading fourth estate smiles benignly on all the Mayor's actions.

When the Queen and Prince Philip visited Toronto in June of 1959, who presented flowers again? The Mayor's grand-daughter! Once again, galleys of type inked their way across the front pages of the newspapers.

There are other colourful figures in Toronto politicking, starting from William Lyon Mackenzie in 1834. Two of the most colourful, Hiram McCallum (now C.N.E. President) and Allan A. Lampert (now controller, Metro Toronto), both have left an indelible mark.

The biggest most mammoth undertaking in Toronto's current history is the Yonge Subway. This 4.5 miles of expensive tubing has created more controversy than Khrushchev's visit to the States. Got so it was a standing joke with the press. A dull day for news on the city desk would send up the cry "Joe, hike down to the subway and see what you can stir up."

If one of Toronto's three papers (*Globe & Mail* — *Star* or *Telegram*) took off on a subway kick, you could almost guarantee a rebuttal from the other two. The press stunts reminds one of the jolly game of tiddly winks . . . "You jump the pot and I'll kick it over." (By the way, two more subways are on the planning board.)

If you want to drift back a few centuries, Toronto was then called "Meeting Place". It was an Indian Village. Fort York was built, saw a skirmish or two in 1812 then settled back into antiquity.

In 1958 however, Fort York was

that the Highway lop off a corner of the Fort. The opponents of this raised loud and angry cries. "Save the Fort" they yelled.

Most of the citizens of Toronto observed the battle with interest. How could they fail? All three newspapers took up cudgels.

Finally the Fort was saved . . . and interest sunk to the present malaise.

Up on the hill, the escarpment that traverses midtown Toronto, lies another contentious edifice. "Pellatt's folly" some called it, although its official name is Casa Loma. One piece of literature on sale in this multi-million dollar castle, is entitled "Major-General Sir Henry Mill Pellatt — A Gentleman of Toronto — 1859-1939."

Sir Henry, filled with grandiose dreams, built the \$12 million hand-hewn granite, battlement-graced edifice in 1914. What with a library of 10,000 books, a wine cellar of rare vintages, \$75,000 organ, two secret passages, conservatory big enough to hide two two-storey homes, ball room, dens, vast bedrooms, a stable big enough to house several teams of thorough-breds, Sir Pellatt moved in with Lady Pellatt and immediately commenced to entertain. . . Royalty from England, Blue bloods from the Continent, financiers from this side of water, and sometimes whole battalions of the Queen's Own Rifles of Canada.

After Sir Henry's death the castle lay for some years unwanted, untouched and a thorn in the City's hide.

Later it was leased to American interests who spent countless thousands renovating the interior into an exclusive type family hotel.

The venture failed and, after more years of idleness, finally was taken over by the West Toronto Kiwanis Club and is now operated as a tourist attraction.

"Toronto is booming. It is not only my opinion but that of people who come here from all over the world. There is no city where major construction is going on to the same extent. This boom will continue."

—MAYOR NATHAN PHILLIPS,
quoted in the *Toronto Telegram*.

rudely awakened from its long slumber. Along came the Gardner Expressway, the multi-million dollar highway that pushed the traffic bottleneck further into the core of South-Western Toronto. It was proposed

No longer does the castle press down heavily on Toronto's upper crust society. No longer does its master survey from its lofty towers, like a feudal baron, the shifting panor-

(Continued on page 16)

C.I.R. FELLOWS *and* ASSOCIATES HONOURED

Pat Harvey, retiring President C.I.R. is shown awarding certificates to (left) Roy G. Wilson, A.R.I., and (right) Henri Paquet, F.R.I.



BOSLEY NEW C.I.R. PRESIDENT

Murray Bosley, Past President of CAREB, was elected as the 1960 President of the Canadian Institute of Realtors at Saskatoon, during the annual meeting of the Institute held in September. Mr. Bosley succeeds Pat Harvey, Brantford, a two-term President.

The C.I.R. is the educational affiliate of CAREB, and was formed to fulfill the distinct need for educational requirements of the Association. Since its inception in 1955, the Institute has launched a strong educational program throughout Canada. One segment of this being the C.I.R. three-year Correspondence conducted by the University of Toronto's extension school system.

Mr. Bosley's officers for the coming year will be:

FOR THREE-YEAR TERM

John Fraser, Ottawa; J. S. Stevenson, Winnipeg; J. F. Ritcey, Moncton; Herbert R. Fullerton, Vancouver and John P. Roberts, Vancouver.

Remaining on the council for another year are:

Arnold Burn, Calgary; R. J. Flatt, Fort William; D. H. Koyl, Saskatoon; J. A. Lowden, Montreal and H. C. McArthur, Toronto.

Two year term executives include: Bert Katz, Ottawa; R. A. Patterson, Montreal; H. P. Bell-Irving, Vancouver; Bert Willoughby, Toronto and Jack Weber, Edmonton.

NEW MEMBERS ACCEPTED

Since its inception in 1955 the Canadian Institute of Realtors have increased their membership from a few handfuls to the present numerical strength. There is now 138 Fellows and 8 Associates included in the membership.

Those being accepted for membership this year include:



Murray Bosley, F.R.I.

FELLOWS OF THE INSTITUTE (F.R.I.)

(To qualify, applicants must successfully complete the three-year correspondence course, have five years real estate experience, be of 30 years of age or older, and be of good character.)

BAXTER, Robert G.

St. Lambert

BOULTBEE, John Leonard
Vancouver

BOYLE, Thomas Joseph
Vancouver

DAVISON, Thomas R.
Toronto

CHASE, Warren Raymond
Toronto

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Vancouver
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Kingsville
MITCHELL, Ernest A.
Brampton
PAQUET, Henri
Quebec
SERGAUTIS, Bronius
Toronto
WEBB, Garth S.
Toronto
HAMBLEN, Frank Walter
Winnipeg
ARMSTRONG, Stephen
Montreal
ELLIOTT, George T.
Ottawa
BISCOE, Reginal Fraser
Victoria
ZUPO, Louis J.
North Bay
ANDREWS, Donald C.
Edmonton

**ASSOCIATES OF THE INSTITUTE
(A.R.I.)**

(To qualify, age or experience does not have a bearing. The applicant must, however, be of good character and have successfully completed a three-year correspondence course).

BOLAND, Gilbert Lee
Mimico
BRODIE, James
South Burnaby
CRAIG, Samuel Allen
Toronto
MEYER, Fred H.
Fort William
O'CONNOR, Vernon William
Lindsay
WILSON, Roy Gardiner
Calgary
RHODES, Edgar Nelson, Jr.
Ottawa
TURNER, Paul Anthony
Saskatoon

CANADA UNLIMITED

(Continued from page 24)

Money available for other than bare living. Therefore the investment climate should improve over the coming year. Unfortunately, this year, new house production is not as great as it should be, although commercial, institutional and public construction has offset any effects within the construction industry. It is up to us in this business to see that the housing outlays of this country remain at a high level. There will be mild increases in prices during the last quarter of the year. The rigid money supply is perhaps one of the greatest pressures. We now appear to be on the threshold or well into a further overall advance in our economy. This could permit a slight increase in money supply.

With our growing population, our better technology and with the lessons learned of the recession of two years ago, of orderly and voluntary restraints, I think stability in our progress in Canada is within our grasp. Our economy is bubbling again and I look forward to the 1960's truly indicating a Canada Unlimited.

**MANUFACTURER
AIDS REALTORS**

A major Canadian manufacturer is activating brisk, broad programs which have a clearcut goal — help the real estate man to sell his homes!

The theory behind these advertising, merchandising, and public relations programs of American-Standard Products (Canada) Limited is simple — the faster realtors sell their homes, the faster American-Standard will sell its plumbing, heating, and air-handling equipment.

How can a manufacturing company help sell those homes? Well, company spokesmen point out that

they can give the real estate man great support promotionally, and even support the salesman on-the-spot when he's selling.

For example, Mr. and Mrs. John Q. Public may not know much about the bathroom or the furnace room when examining their prospective new home. But with smart, colourful feature labels from American-Standard pointing out technical advantages and features of the bathroom fixtures or furnace, the real estate man soon discovers that these rooms have become extra sales features of the home.

Helpful informational touches begin to appear as soon as the potential homebuyer approaches a model home whose plumbing and heating equipment was provided by American-Standard. In front of the home is a lot-marker, provided by the company to the builder, which gives the lot's number, dimensions, builder's name, and other vital information. Similarly, stickers on the home's windows attest to the quality of equipment installed.

Elsewhere in the home, the potential buyer might find a long-needed guide — "The Gurney Guide to Better Housewarming". The company, manufacturers of Gurney furnaces, believe this is the first frank and complete description of how the average person can quickly and easily determine the effectiveness of a forced-air heating system.

All these aids to better understanding of the home equipment are included among the 20-odd pieces in the company's exclusive "Home Merchandiser Kit". Distributed through builders, it also includes a Home Owners' Maintenance Manual, with advice on how to care for various kinds of equipment; the Gurney Ten-Year Protection Plan, which assures the home owner of at least a decade of successful furnace operation; and many other effective instruments designed to help the realtor sell homes.

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MONTHLY CO-OP REVIEW

New Statistical System Commences in November

A new system of statistical tabulation will commence in the November edition of the Realtor. The chart opposite will also contain the percentage of sales to listings.

This new addition will indicate those boards who now have a good percentage of sales to listings. Possibly this information will prompt those boards who show a poor percentage, to investigate the reasons for such poor ratio.

For instance, the Winnipeg Board reports their June ratio to be 62.2%, i.e., well over 50% of all units listed were sold by co-op efforts. Winnipeg's average for the first six months was 52.8%. Conversely there are boards who report lows of considerably less than 30%.

Possibly, those boards who see that their percentage of sales to listings is well below average, may seek the solution or treatment by writing the board whose average is well up. This liaison would benefit all concerned.

WINNIPEG

Through an error at Head Office, Winnipeg failed to receive their co-op statistical blank. When the Executive Secretary H. B. Budgell sent his figures in he mentioned the hope that they would still get in the statistical chart. This we were unable to do. However, we publish them now and would like all readers to add \$2,382,310 to the accumulative total first column.

Total volume to date \$22,047,267; September total \$2,382,310; Total listings 3,454; September listings 395; Total listing sales 1,878 and total listing sales for September 202.

Realtor - Philosopher

"Sugar and spice, everything nice — that's what Realtors are made of."

Take a liberal quantity of Robinson Crusoe, combine with an equal quantity of Freud, add a dash of Einstein and sprinkle heavily with Dale Carnegie and you've got — a real estate man.

This private recipe was propounded by S. Joseph Tankoos, Jr. of New York as a flock of "the loneliest men in the world" — Tankoos's description — gathered at Saskatoon for the annual convention of the Canadian Association of Real Estate Boards.

Tankoos is a director of Tankoos Yarmon Ltd., national realty investment firm with head office in Toronto, and is also a partner in the real estate firm of Tankoos and Company, New York.

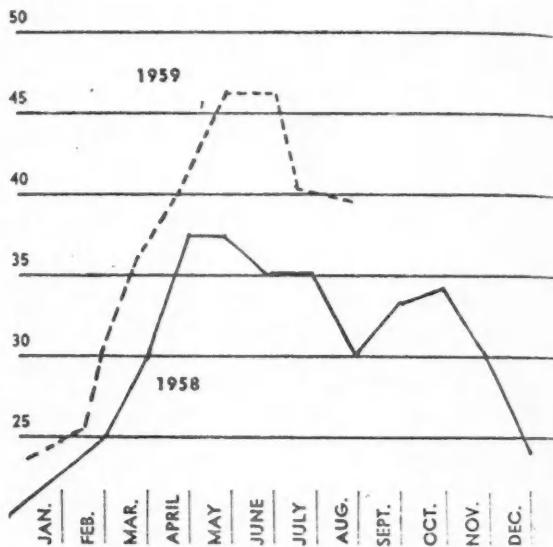
His list of the qualities most desirable for success in the real estate profession:

Self-sufficiency

"Like Crusoe, you're completely alone. Long hours — sometimes as many as 18 hours a day on the job — don't

millions
of dollars

CO-OP SALES GRAPH



leave much time for social life. You may meet a score of people during the day, but you're still alone. Your two clients, the buyer and the seller in every transaction, are on opposite sides of the fence. You can't spend too much time on either side. You make it — or fail — on your own."

Insight into people

"You need to know something of the psychology of the individual, to understand and interpret the needs of your clients. Not all of them know just how to express what they really want. To close a deal, you have to reconcile the needs of the buyer with those of the seller. Sometimes you wish you were a psychoanalyst."

A good head for figures

"If you're not something of a minor Einstein — to make complex calculations on the spot — you can mess up an otherwise straightforward sale. Or you get your client mad because you gave him the wrong figures and he calls you a crook".

Salesmanship

"It's the most complicated selling job in the world. You've got two customers in every deal. You're the 'true negotiator'. There is a readymade conflict of interest waiting for you. The men who resolve these conflicts as part of the day's work could teach Dale Carnegie how to win friends and influence people."

Tankoos, who travels something like 200,000 air miles a year and calls scores of hotels his home — in Canada, the U.S., Europe and South America — calls it "the loneliest job in the world."

"Yet I don't know a single real estate man who would really trade it for something else, if it came right down to it. I guess it's the excitement of not knowing whether tomorrow you might be trying to find a buyer for the Kremlin."

CAREB CO-OP Statistics for August 1959

Positions as of August 31st 1958	Board	Gross Co-Op Sales		Listings		Listings Sold		Population in Thousands
		Year to Date August, 1959	August, 1958	Year to Date August, 1959	August, 1958	Year to Date August, 1959	August, 1958	
1	1	Toronto	\$109,684,894	\$13,369,623	\$ 9,747,249	22,394	2,683	1,845
2	2	Hamilton	31,224,057	3,426,587	3,281,595	6,669	784	6,667
3	3	Vancouver	28,818,546	3,684,255	3,559,148	9,285	1,125	2,454
4	4	Montreal	19,878,998	1,818,750	1,831,683	2,805	312	2,245
5	5	Winnipeg	19,664,957	2,944,087	1,662,080	3,059	381	251
6	6	Ottawa	17,314,345	2,612,336	—	2,829	334	1,676
7	7	Calgary	16,948,709	2,147,851	2,205,203	4,436	561	391
8	8	London	8,371,613	1,068,906	1,265,506	5,433	1,543	205
9	9	Victoria	7,654,566	1,068,709	744,350	1,857	266	702
10	10	Edmonton	7,040,177	937,650	803,840	2,410	309	774
11	11	Kitchener-Waterloo	6,163,166	723,400	746,390	1,240	130	599
12	12	Westminster County	5,750,110	1,054,226	506,655	2,810	408	291
13	13	Saskatoon	4,092,309	504,4271	514,297	1,137	157	577
14	14	South Peel	2,385,646	260,100	140,650	424	59	202
15	15	Brantford	2,174,535	267,300	268,750	416	59	437
16	16	Peterborough	1,971,875	175,800	209,534	593	49	165
17	17	Regina	2,099,858	472,950	85,400	584	113	210
18	18	St. Catharines	2,008,406	243,825	258,500	733	96	91
19	19	Sarnia-Lambton	1,771,904	151,700	—	377	43	198
20	20	Oakville-Trafalgar	1,538,075	110,800	240,000	241	25	143
21	21	Oshawa	1,458,965	312,615	180,500	345	59	291
22	22	Halifax-Dartmouth	1,183,150	102,500	196,000	200	26	205
23	23	Greater Niagara	1,166,077	163,450	151,550	474	42	108
24	24	Fort William	79,600	83,850	337	37	16	108
25	25	Galt-Preston-Hespeler	981,1896	148,450	138,350	160	19	94
26	26	Leithbridge	820,283	43,050	72,100	244	23	76
27	27	Guelph	617,300	144,100	155,980	175	49	26
28	28	Kingston	586,100	138,250	—	111	11	44
29	29	Welland	574,195	101,350	126,100	318	35	38
30	30	North Battleford	490,875	77,525	—	183	33	66
31	31	Barrie	466,425	68,625	47,200	127	10	11
32	32	Port Arthur	415,550	53,350	—	166	11	40
33	33	Sault Ste. Marie	408,955	46,000	50,400	83	12	40
34	34	Central Alta. (Red Deer)	393,888	55,789	27,300	159	24	16
35	35	Sudbury	332,130	105,000	62,200	144	19	14
36	36	Tri-County (Ont.)	290,500	8,000	35,500	55	7	7
37	37	Cornwall	273,100	55,300	37,500	137	16	16
38	38	Chatham	219,632	12,000	31,300	78	8	1
39	39	Orillia	152,300	16,400	—	44	4	1
		*Windsor	1,061,158	165,620	219,140	406	31	12
			1,557,620	274,500	226,450	556	79	20
		Totals	\$310,700,293	\$329,214,940	\$30,360,516	70,905	8,618	6,597
		- late copy						



THE POWER OF "P.R."

How long would a big business stay big if it suddenly shunned the press, cut off all contributions to charity, stopped taking an interest in community affairs and assumed a haughty, independent attitude toward its customers?

Naturally, not very long, because today's business practices demand the common touch with society, the building of good reputation and a medium through which it can keep its name constantly before the public eye.

All this comes under the heading of public relations, an effective tool in any business, whether it be a large corporation or a concern of limited size.

Too Few Understand

Unfortunately, too few people in business today really understand the true meaning and function of "P.R." They neglect to realize it is a definite sales tool; that it embraces almost every phase of daily business life.

Herbert Stamats, president of Stamats Publishing Co., Cedar Rapids, Iowa, publishers of the National Real Estate and Building Journal, once said in a speech that there are good and bad public relations . . . one method works in your favor, the other could very well destroy you.

Said Stamats: "Public relations is background selling of yourself, sometimes. It also means building public confidence by earning respect in the community. It means establishing closer relations with the human element in the area you serve."

Some believe that the most effective way to get something in print is to call a press conference, pour drinks for the reporters, display impressive wall charts and hand out expensive brochures filled with fancy illustrations. All this is fine if it leads to a

news story or even a feature item for the week-end real estate pages. But if the handout material is dull or strictly commercial ballyhoo, the reporters are going to be annoyed they left important work back at the office undone. Under such circumstances it is almost certain the handouts will wind up in what newsmen call the "big round file" — the wastebasket.

No matter how big your advertising account may be with a newspaper the real estate editor of that newspaper is not necessarily under obligation to use what you send him as news. His job is to print what he considers newsworthy, not to curry favor with advertisers.

Publicity Only Ad?

J. A. P. Clark, a Toronto public relations consultant, once told a convention that business spends far too much time and money trying to get free advertising space. "If your publicity is only advertising (thinly disguised efforts to plug your firm) then buy space and advertise," he advised. "Your material otherwise will go down the drain . . . and leave a bad impression besides."

The P.R. expert pointed out that during a two-week survey period made by 22 weekly newspapers, no less than 102 so-called press releases were received. With the exception of a few government and CBC handouts, not one of these was found worth printing by any of the newspapers.

It's the old story heard time and time again from frustrated editors: "Don't send us something just for the sake of adhering to a schedule, or because you feel you have to."

What Readers Want

"Wait until you can give us something our readers want to read . . .

not what you want our readers to read."

Jack Stark, a noted U.S. public relations consultant and author of "Successful Publicity and Public Relations In Real Estate," says business life swirls with a variety of news. He says this news can be found in new appointments, important decisions, company planning, people activities, business reports and the like.

Stark contends many firms overlook the fact that their own employees make news. They should wake up to it quickly as if suddenly a beauty queen were picked from their ranks.

"Be alert to what employees are doing — what outside activities they belong to and build up your community relations by working in the manner with your employees," says Stark.

How much publicity should a firm seek? "Too much can be as damaging as too little," states the author. "Common sense prevails together with the old adage — 'Repetition is Reputation' but only if reputation is spaced over the year. Don't rush it or crowd it. Be a miler — not a sprinter. It packs powerful business medicine."

"P.R., when thoroughly understood and properly applied, will make any business prosper because it gives more meaning to the printed word, the spoken word and the image or picture."

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WINNIPEG

LA VALEUR DES RELATIONS INDUSTRIALS

Il serait intéressant de savoir à quel point un commerçant pourrait survivre si tout à coup il décida d'ignorer les journaux, de couper court à ses contributions aux œuvres de charité, de se désintéresser aux besoins de la communauté et de simuler une attitude hautaine envers ses clients.

On pourrait en conclure des résultats néfastes car l'esprit des affaires de nos jours exige une harmonie constante avec les besoins de la société. Il faut savoir s'acquérir une bonne réputation et un moyen bien efficace de garder cette réputation bien en vedette. Tout ceci fait partie des relations industrielles, un outil essentiel dans les affaires quelque soit leur envergure.

Trop Peu Comprendent

Malheureusement, trop peu dans le domaine des affaires comprennent le vrai sens et le rôle que jouent les relations industrielles. On ne se rend compte que c'est un instrument de vente qui touche à toutes les phases des affaires.

Herbert Stamats, président de la compagnie "Stamats Publishing" à Cedar Rapids, Iowa, éditeur de la "National Real Estate and Building Journal," disait dans un discours qu'il y a de bonnes et de mauvaises relations industrielles. En effet, une méthode peut être entièrement en votre faveur, tandis qu'une autre peut vous faire un tort irréparable.

Stamats disait: "Les relations industrielles servent parfois à faire ressortir vos qualités personnelles. Elles servent aussi à vous mériter la confiance du public, en tâchant de bien servir sa communauté. Il faut se faire des liens sincères avec tous les gens qui profitent de votre aide."

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Quelques-uns pensent que la meilleure façon d'atteindre la voix des journaux, c'est de tenir une conférence de presse, de verser à boire aux reporters, de faire étalage d'immenses pancartes ou de faire circuler des brochures remplies d'illustrations fantaisistes. Tous ces moyens sont recommandables s'ils sont en vue d'un article de journaux ou d'un item spécial dans les pages d'immeubles. Par contre, si l'information soumise aux journaux est insipide n'ayant qu'une saveur commerciale, les reporters seront mécontents, car n'ont-ils pas quelque chose de plus important à faire à leur bureau? S'il en est ainsi, vous pouvez être assurés que tous vos efforts vont aboutir dans la corbeille à papier.

Quelque soit votre compte de publicité, l'éditeur en charge de la page d'immeubles ne se sent aucunement obligé de publier ce que vous lui soumettez comme item de nouvelles. Son travail consiste à publier ce qui saura intéresser ses lecteurs même si parfois il faut déplaire aux propagandistes.

J. A. P. Clark, conseiller en relations industrielles à Toronto déclarait lors d'une convention, "qu'en affaires, on passe beaucoup trop de temps et on dépense trop d'argent afin de se procurer de la publicité à bon marché." Si votre publicité a pour but d'annoncer une marchandise, alors n'essayez pas de faire valoir le nom de votre maison de commerce. Allez-y directement, annoncez votre marchandise et non pas celui de votre maison d'affaires.

Un expert en relations industrielles nous rapporte que lors d'une recherche faite auprès de 22 hebdomadiers, on a relevé plus de 102 articles de journaux de ce genre. A l'exception de quelques brochures distribuées

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ST. CATHARINES, ONT.

par le gouvernement et la C.B.C. aucun de ces articles ne valaient la peine d'être publiés. C'est toujours la phobie des éditeurs: "ne soumettez pas un article parce que vous vous sentez obligés ou parce que cela fait partie de la routine."

Ce Que Veulent Les Lecteurs

Il faut savoir publier ce qui saura intéresser les lecteurs et non pas chercher à s'imposer auprès d'eux. Jack Stark, un officier de relations industrielles et auteur d'un livre intitulé "Successful Publicity and Public Relations in Real Estate," nous dit que le monde des affaires est rempli d'une variété infinie de nouvelles. Il nous dit que les nouvelles nominations, les décisions importantes, les nouveaux plans industriels, le va et vient en affaires, les rapports financiers, tout cela fait partie des grandes nouvelles dans le commerce. Monsieur Stark soutient que plusieurs maisons d'affaires oublient que leurs employés peuvent être objet de nouvelles. Il serait bon de s'en rendre compte aussitôt que possible.

"Tenez-vous au courant des activités intéressantes et faites de cela la substance de vos employés, ce à quoi ils tiennent même de vos relations industrielles. Voilà ce qui saura vous gagner la sympathie et l'intérêt de vos employés," nous dit monsieur Stark.

A quel point une maison doit-elle rechercher la publicité? "Il est aussi dangereux d'en vouloir trop que de n'en pas vouloir assez," nous dit l'auteur. Il faut savoir se servir de son bon sens. La répétition peut vous créer une réputation à condition qu'elle soit de longue haleine.

Les relations industrielles si elles sont bien comprises et appliquées vous seront une source de prospérité. Ce sont ces relations qui donnent un vrai sens à ce que l'on lit, entend ou voit.

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February 21-22-23rd, 1960

O.A.R.E.B.
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REPORT ON REAL ESTATE CLIMATE

HERBERT R. FULLERTON, F.R.I., VANCOUVER

(Vice-President of CAREB)

Under the date of 31st July, 1959, the Vancouver Province Newspaper carried this caption for a feature article. "Investors snap at B.C. Property." The sub-head said "Investment property in B.C. Faces solid future." It is on the lips of the informed in Vancouver, that "You can't hold this province back." As an individual I heartily concur with these optimistic views.

Here are some sound reasons:

B.C. is to Canada what Oregon, Washington and California is to the U.S.A. Blessed with temperate climate, it proves a mighty attraction to those, including monied people, wishing to spend their declining years. Others will, and are, attracted by the year-around sports, fishing and good hunting.

The Province also has substantial natural resources, lumbering, fishing and mining with industrial development growing by leaps and bounds. Shrewd investors have long since recognized the growth possibilities. There has been a steady influx of capital into the field of investment real estate, both from the States and abroad.

Eventually, when peaceful and stable conditions are established in the Orient, British Columbia, as Canada's western gateway, will reap substantial gains from the trade that will be carried on with China.

I would commend to all those interested in Real Estate and Business trends in Vancouver and B.C. that they secure from the Vancouver Real Estate Board a copy of their 1959 publication covering this subject. The booklet will answer most of the questions arising from interest of this growing Province.

MURRAY BOSLEY, F.R.I., TORONTO

(Past President CAREB, President-Elect C.I.R.)

Perhaps we are warped in our outlook, but we think that Toronto has enjoyed greater foreign interest as a City for real estate investments than any other city in Canada. It is next to impossible to state with any assurance what volume of capital has been invested here by foreign interests in recent years.

We do know, however, that funds have come from most European Countries, the U.S., Mexico and South American Countries in vast amounts (many millions) and almost daily, we have enquiries from all over the western world for sound real estate investments. Finding situations that can be conscientiously recommended to these interests is one of our constant and difficult problems.

Investments in real estate here run almost the complete gamut of revenue producing property and large speculative sums have been put into raw acreage. Rates of return, therefore, vary from zero in speculative land to 5% on ground leases and to rates of 15/18% (equity) in some industrial situations.

We cannot see any possibility of real estate investments becoming less desirable in our area. The St. Lawrence Seaway now in operation, and the greater and greater concentration of industry here seems to guarantee a growth of the area for as long into the future as one cares to look. The great experiment in Municipal Government here is, we think, meeting with reasonable success. It is making possible a planned development of the entire metropolitan area that is not possible under the more restrictive and parochial regimes of some other parts of the Continent.

The growth possibilities and probabilities here are as great, or greater, than anywhere else in the world.

STILL ROOM AVAILABLE

There is still good hotel accommodations available for Canadian Realtors intending to take in CAREB Convention November 6th - 12th in Toronto.

(See page 39 for details)

WRITE OR PHONE

Andrew Hazlett, Attendance chairman

Toronto Real Estate Board

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SINCLAIR LEWIS, F.R.I., WINNIPEG

(President Manitoba Real Estate Association)

It would be misleading to attempt to show what foreign or domestic capital has been invested in the Province of Manitoba the past few years. No accurate amount is available. However, the Province, especially its North, is undergoing a vast and highly satisfactory change due to the tapping of multi-million dollar mineral deposits. One firm alone, International Nickel Company is reputed to be spending some \$175 millions at Thompson, Manitoba, 400 miles north of Winnipeg. Nickel production from some 75 million tons of annually will commence to flow south from this mammoth mine. At present a township is well on its way to being completed.

The oil industry in the Virden area has attracted large amounts of outside capital. 2 multi-million dollar oil refineries have been built, and secondary industry is slated to follow.

Greater Winnipeg has jumped its population nearly 100,000 since 1951. All this increased labour pool is absorbed by new industry. Some 75 new manufacturers have located in the industrial belt adjacent to Winnipeg and Brandon. This does not include the many plants which have expanded their holdings.

At least three large holdings have been bought out by British and foreign capital in the past few years. This indicates the encouraging attitudes of foreign business heads who have studied the firm growth, and potential of the Province and not found it wanting.

A prime example of investment returns on firm holdings can be keyed to that which are acceptable to major oil companies and food chains on lease-back deals. Oil

company transactions are often arranged at 7½% constant rate on 20-year leases, with one 5-year option, while food Chain lease-backs range from 8-8½% constant on 25-year leases with four 5-year renewal options at lower rates.

CLIFFORD R. ROGERS, F.R.I., S.J.R., TORONTO

(President Ontario Association R.E. Boards)

Ontario is the industrial belt of Canada. This is not because Ontarianians are more progressive, more astute to opportunities. It is simply one of geography. The golden miles of heavy blue-chip industry; Ford, G. M., Kodak, Goodyear and hundreds upon hundreds of other segments of industry are located in the natural hub of Canada.

We here are fortunate because the seaway passes our door. We are fortunate because ample water supplies, hydro, natural gas and many other factors, including the easy access to all cosmopolitan markets, fit into the complex of big business demands.

Ontario shares with the other provinces a unique and favourable climate for the foreign investor. The foreign dollar comes to us with little resistance because of the favorable position of estates with respect to inheritance taxation.

The 6,000,000 inhabitants of Ontario, most of whom live and work in the south perimeter, creates a front door market for more than 1/3 of Canada. It is predicted that this population figure will rise in excess of 9 million within a generation. Since 1945 an estimated \$25 billion have gone into our manufacturing plants and equipment. And, there is no sign of slackening on this score.

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JAMES A. LOWDEN, F.R.I., A.A.I.C., S.I.R., S.R.A.

(President-elect CAREB, From Montreal)

Metropolitan Montreal is Canada's largest urban centre, with a 1959 population of about 1,750,000, increasing at the rate of about 30,000 per annum.

It is Canada's largest seaport, handling about 3,500 ship arrivals, 17,000,000 tons of cargo, and over 2,000,000 passengers per annum. Its position at the mouth of the Seaway should add even further to its port activities.

Montreal is one of Canada's leading manufacturing and industrial centres, and the headquarters for Canada's three major transportation systems.

Because of its size, its growth potential, its sound economic base, and its cosmopolitan characteristics, Montreal has attracted the attention of investors from all over the world who are interested in the Canadian scene. Millions of dollars from the United Kingdom, Switzerland, Central Europe, the Middle East, as well as the United States, have found their way into real estate ventures in Montreal.

The Shell Towers and the Dominion Square office buildings, the LaSalle Hotel (all multi-million properties) were purchased by American investors; the Beique Estate, a massive land development project, by British investors; the Point Claire Industrial Park, as well as several substantial office buildings, by Middle East investors; Swiss capital has purchased the Croydon Apartments, a multi-million apartment, as well as a large tract of valuable land on the mountain for apartment development.

These are only a few of the larger properties that have formed a source of investment for capital from outside our borders.

The returns accepted compare favorably with yields from similar type properties in large American cities, are in the range of 8 to 12% on equity for income-producing properties and substantially higher for large-scale land development.

Presently, Montreal is witnessing one of the largest booms in office building construction in the history of a city in Canada. Some 2,500,000 square feet of space, now under construction, to be completed by 1963. Numerous shopping centres and other commercial and industrial buildings are at various stages of development, and residential starts remain steady at about the 23,000 per annum level.

Real estate activity is high, with the value of transactions in the first 5 months of 1959 exceeding a similar period in 1958 by some \$10,200,000.

These factors portend a continuing healthy climate for real estate investment in the Montreal area and one that will be taken advantage of by numerous investors throughout the world.

M. G. KLINKHAMER, CRANBROOK, B.C.

(President B.C. Assoc. R.E. Boards)

ED. NOTE: Mr. Klinkhamer's report is based on the predicted economy of British Columbia's interior. It excludes the Coastal strip reported on by Herbert Fullerton elsewhere on these pages. •

At present there is a great shortage and conspicuous absence of foreign or absentee capital in this area. Few mortgages in conservative placements are in great demand at 7% interest return and, in many instances, rentals, both dwelling and commercial, have been low. They are now rising fairly conspicuously; rate of return averages 9-10% per annum net.

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Land values here have been low, are now rising steeply. The whole large area has a present population of only one hundred thousand people. Investment opportunities would seem to be well warranted in this region for the following chief reasons:

1. *Highway No. 3*, i.e. Southern Trans-Canada, is being rebuilt in big pieces, in a reasonably straight line—to make transportation through the area much better. The southern line of the C.P.R. now serves the whole area; air transport, (C.P.A.), is good.

2. *Iron and Steel* production capacity is now being built at Kimberley—for the first time in Western Canada. The reserve of iron ore lying in tailings above the ground from the famous Sullivan Mine of Consolidated Mining and Smelting Co., is estimated at 15,000,000 tons of recoverable metal; and it is being added to at the rate of 350,000 tons per year.

3. *Hydro-electric power* will probably be produced in very great quantity in the area when the present extensive U.S.-Canada negotiations are completed. This is the region of the Columbia-Kootenay River systems.

GEORGES H. COUILLARD, F.R.I., QUEBEC CITY

(President Quebec R.E. Association)

Few regions are witnessing an economic upsurge such as "La Province de Quebec", yet, look forward to an even more promising future.

Investments, both domestic and foreign are the number one factor in determining the Province's economical stability.

It is difficult for the average layman to comprehend the picture represented when offered these few following statistics:

During the 1948-1958 period the total amount of investments in our province reached to the astronomically impressive sum of \$20,258 millions. The year to year increase is at the average rate of 8.5%.

The housing statistics alone are impressive. Amounts invested in new homes and repairs aggregated \$520 millions in 1958 alone. This represented a whopping increase of 46.9% over an average drawn from the period 1948-57. (\$354 millions). This increase is a direct result of the general rise in the Province's economic activity.

Investments in primary industry and construction rose by 21.1% in 1958. The totals concluded at the end of last year showed \$241 millions. This represented 9.4% of total investments for the year.

The accelerated rate in which foreign and domestic capital flows into the Province compares quite favourably with the mean average of Canada. The Province of Quebec shows an increase of 9.5% whereas the entire Canadian increase is 6%.

Mining and natural resources exploitations are also a contributing factor to our sound economy. The pre-cambrian shield running traversely across the province holds the key to unlimited millions in mineral and forest products wealth.

The Ungava iron development has become a top consideration in world affairs. So interesting are the prospects that Cyrus Eaton, the Canadian Born Industrialist will partner with Alfred Krupp, reputed to be one of the world's richest men, to explore and develop the Ungava strip. Some \$175 millions will go into the pot to support this tremendous undertaking.

The spectacular upsurge of the Province of Quebec's economy shows no signs of abating. If anything, the charts will soar to even more dizzying heights, as we enter the 60's.

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The above firm is one of Canada's leading real estate investment companies. Although the constructed units or developments shown below do not carry a value, several are in the multi-million dollar bracket.

T.I.L. has built around 200 industrial buildings across Canada, of which half are in Metropolitan Toronto. Their activity is as follows.

Toronto

- Development of Long Branch 100-acre Industrial Park.
- Development of the 100 or more acres of industrial sites held by the company within the Metropolitan area.
- Development of the 40-acre industrial-commercial park area of Flemingdon Park (see later).
- Largest current construction was for Canadian Westinghouse Co. Ltd. in Don Mills, 150,000 sq. ft. opened in mid-August.
- Most recent clients are: Federal Equipment of Canada Ltd., for conclusion winter '59; Rheinstahl Hanomag of Canada Ltd., for winter '59; Harrison & Crosfield (Canada) Ltd., for winter '59.

(Continued on page 40)

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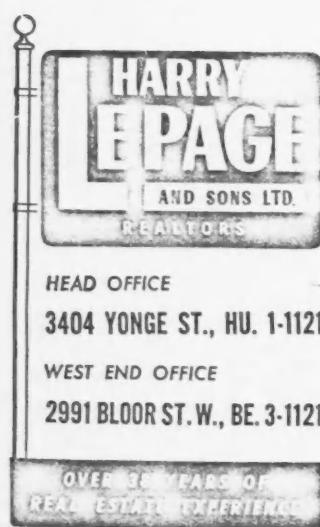
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write - phone or wire

HAROLD F. FISHLEIGH REALTY CO. LTD.

35 HAYDEN STR. TORONTO 5, ONT.

telephone - WA. 4-7424





**Association of
Real Estate
Boards**

**REPORTER RESCUES
BOARD HONOUR**



Vancouver Sun reporter Jack Cahill (left) was awarded the first annual Vancouver Real Estate Board award for "responsible real estate reporting" at the Board's third annual press dinner at the Royal Vancouver Yacht Club on Thursday, September 10th. This recognition was given to Cahill as a result of his exposé of four doubtful land development schemes last April. Making the presentation on behalf of the board was John P. Roberts, of H. A. Roberts Ltd., chairman of the Public Relations Committee.

CAHILL LAND SCHEME EXPOSÉ

**Blane, Fullerton
& White
LIMITED**

**Realtors, Financial Agents
Insurance Managers**

Business established 1926

517 Hamilton St., Vancouver, B.C.

The Vancouver Sun staff writer, Jack Cahill, early last spring after many weeks of sleuthing, made public the potential dangers inherent in large scale development schemes being staged in British Columbia.

The story broke at the same time that the Vancouver Board had made a resolution which was forwarded to the Attorney-General's Department, calling for legal attention to unlicensed land schemes and the developers concerned.

President:
Mladin G. Zorkin, Nanaimo.

Vice-Presidents:
Fred Philips, New Westminster; Charlie Brown, Vancouver.

Past-President:
M. G. Klinkhamer, Cranbrook.

Directors:
Syd Hodge, Penticton; R. E. Slinger, W. V. Van, John R. Harvey, Quesnel; Fred B. Utley, Vancouver; Lynn K. Sulley, White Rock; H. H. Chivers, Vancouver; P. D. P. Holmes, Victoria; Bill Hyndman, Cloverdale; Lorrie Kirk, Victoria.

On Friday May 22nd, Attorney General Robert W. Bonner, announced the Government's intention to implement new regulations under the Real Estate Act to control Land Development Firms. This prompt action drew quick praise from B.C. Realtors.

The requirements, since made law, make it necessary for a land developer to have a license similar to that now necessary for a Real Estate Agent's License.

Other protections include auditing of any land firm's books by the Superintendent of Insurance with down-payments placed in trust until services promised are paid for.

Failure to adhere to the stringent law bears penalties from \$100 to \$5,000 for firms and \$50 to \$1,000 for individuals working for the companies.

**PAST AMERICAN
SPEAKERS — CANADA**

Organized real estate in Canada has had some marked success with their American speakers. The reputation of these men are considered high-calibre, amongst their NAREB Association members. The news has filtered up into Canada at almost every major real estate gathering, one or more Americans invited to address the meeting.

The following are some of those crossing the border to address: C. Armel Nutter, Camden, N.J.; S. Russell, Denver, Col.; Abel E. Blane, Chicago; Arthur Storm, Teaneck, N.J.; Dave Montonna, U.S. Davis K. Jackson, Kansas; Lai Smith, New York; Harrison L. Ted Camden, N.J.; Orlo M. Brees, N.Y.; William Zeckendorf, New York; Lou J. Glickman, N.Y.; Fred B. Huebschthal, Chicago; A. N. Lockwood, Newton, N.J.; E. M. Boerke, Milwaukee; Kenneth E. Keyes, Florida; Dr. Preston Bradley (Minister) Chicago; H. Walter Graves, Philadelphia; Gordon Johnstone, Detroit; James Justice, Miami Beach; Cliff Krueger, Chicago; Fred Smith, Cincinnati; H. Lang, Cleveland, plus those shown on page 17.



READING LEFT TO RIGHT: R. A. Patterson, Montreal (Post President CAREB); Fred Philp, President Westminster County Board; Dr. Albert Rose, Ph.D., University Toronto (with pipe); honoured member W. C. Stevens of R. A. Payne Ltd., Langley, B.C., and Herbert R. Fullerton, Senior Vice-President of CAREB, who is shown presenting silver tray. Mr. W. C. Stevens is the 10,000th member of CAREB.

10,000th MEMBER HONOURED

One of the most progressive Boards in Canada was honoured at the Saskatoon convention, by the selection of one of their newest members as the 10,000th man to be accepted for membership into the Canadian Association of Real Estate Boards.

W. C. Stevens, of R. A. Payne Ltd., Langley, B.C., was the right man at the right time. He is a member of the Westminster County Board.

Mr. Stevens is the physical evidence of the aims of the charter members of CAREB, who, back in 1943 predicted that the membership would one day grow to astounding proportions. No one, however, ever dared to guess that the Association would gain such strength in such a short time.

Mr. Stevens was suitably recognized with an engraved silver tray, presented by Herbert Fullerton, Vice-President of the Association, at a dinner meeting during the Saskatoon convention.

editorial

(Continued from page 3)

The duties of these 'behind-the-scenes' people are multifarious. In some cases starting five and six months before the actual convention, their work becomes a greater load to bear. And, mind you, all this extra curricular work piled upon their normal duties. In many instances, the work cannot be accomplished in their regular office hours. This prompts an unselfish return to the office after dinner, many times sadly interrupting their social life.

If one were to keep a time sheet of extra duties — the total hours spent over and above . . . it would amount to a shocking figure.

We refer to Bill King, Secretary of the Saskatoon Board, his able assistants, Charlotte Lohman and Marj. Lockhart. We refer also to those that attended to the registration duties; Lloyd Jones, Paul Turner, and Dave Davidson, Miss Jeanette Gowan, Marilyn McQueen, Lynn Olson. In Toronto, Miss Olga Dennis, Bill Follows, secretary.

We also refer to an important duty preformed by Jim Bruce, Sergeant at Arms, and his assistants, Norm Ross, Ron Klombies, Cye Williams and F. Barnason.

Even we, with time to spare, cannot include all those most deserving of personal thanks. Even we, must conclude with "... and others!"

This brick...

DUNBRIK
was specified
by the architect
because of its
many superior
qualities*



DUNBRIK HOMES SELL.

500,000,000 COLOURED DUNBRIK

HAVE BEEN SPECIFIED IN SOUTHERN
ONTARIO HOMES IN THE LAST 10 YEARS.

Grand L. Masonry Products Ltd., Point Edward,
Digby 4-4722
Thames Valley Brick and Building Products Ltd.,
Chatham, Elgin 2-0450
Paris Dunbrik Co. Ltd., Paris, 239
Scott Building Products Ltd., Welland, Regent 2-4441
Burlington Brick Co. Ltd., Burlington, Nelson 4-2241
Toronto E.H. 1-1572

Panels Dunbrik Co. Ltd., Cooksville AT 9-1446, Schomberg
Starrett Dunbrik Ltd., Toronto CH 1-5281 • Oshawa,
Randolph 5-2331
Laurelton Dunbrik Ltd., Sudbury, Osborne 3-5-56
Dowdally Concrete Products Ltd., Peterborough, Riverside 5-8235
Kingston Dunbrik Co. Ltd., Glenburne, Liberty 2-2744 • Morrisburg,
Kingdale 5-2234

DUNBRIK
MANUFACTURERS ASSOCIATION OF
TORONTO, ONTARIO



Association of Real Estate Boards

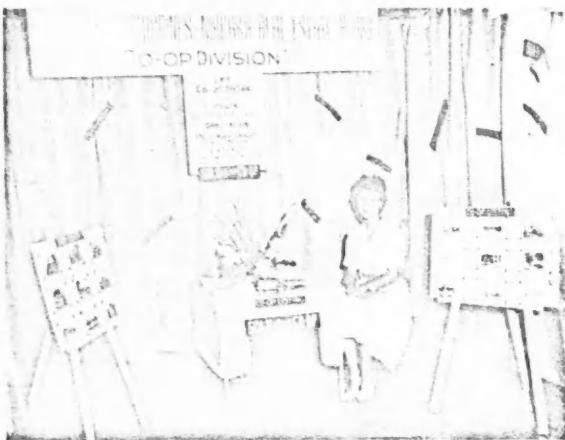
Executive Committee:
C. W. Rogers, Toronto, President
Hugh McKeown, Ottawa, Vice-President
F. N. McFarlane, Ottawa, Past-President

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Secretary-Treasurer:
H. W. Follows 109 Merton St., Toronto

OPTIMIST TRADE FAIR



The St. Catharines-Niagara Board revealed good promotional acumen when they engaged a high school prom queen to explain the co-op listing system. Miss Betty Sciamonte is shown in booth set up by the Board for the four-day Optimist Trade Fair held in St. Catharines in September.

Former President Dies in Toronto

Roy H. Rice, a former President of the Ontario Association of Real Estate Boards, died in his home, September 27th. He was president of the Association in 1945-46.

Mr. Rice had been in the Real Estate business since 1919 when he joined the family firm of R. B. Rice & Sons Ltd. of Toronto.

In 1949 he left the firm to become manager of the Real Estate Department of Loblaw Groceries Ltd.

He was a graduate Civil Engineer from the University of Toronto.

He leaves his wife, the former Ferrol Kirby of Alliston, and a daughter Peggy (Mrs. F. A. Ridge of Toronto).

Windsor Merchants Push Downtown Sales

For several years past, downtown merchants in various cities have been griping about the mass movement of shoppers from the downtown stores to the suburban shopping areas.

This prompted your editorial staff to write an article

entitled "Downtown Troubles" which appeared in December 1958 Realtor magazine.

Since that article broke, two cities have done something positive about this chronic condition. Out in Victoria, a call for a 3-block shopping mall downtown. \$5 million will be spent on parking facilities to handle 3,000 cars.

The mall eventually will incorporate grassed boulevards and gardens built on the site where the roads now are.

In Windsor (for this news we thank Mr. H. E. of McTague, Deziel, Clark & Holland, Barristers of city) we find that a group of positive thinking men have taken the bull by the horns and have executed an ambitious scheme which has already proven a success.

The Ottawa St. Business and Professional Association, after extensive study, arranged off-street parking for some 2,000 cars within close proximity to their shopping hub.

(Continued on page 40 — see Windsor merchants)

ON TARGET

Rocketing to new sale heights in 1958, Realtors set the pace for toppling all records in 1959. Vigorous sales technique emerged from sound sales planning.

During that period of successful selling, more residential, commercial and industrial real estate advertisements were placed in the Star than in both other Toronto newspapers combined.

TORONTO DAILY STAR

IT'S SO
EASY TO DIAL EM 8-3611 FOR BETTER
RESULTS

**STAND UP AND BE COUNTED
AMONG THE PROGRESSIVE REALTORS
AT THE BIGGEST REAL ESTATE CONVENTION
EVER HELD IN CANADA!**

It's the 52nd Annual Convention of

NATIONAL ASSOCIATION OF REAL ESTATE BOARDS

TORONTO NOV. 6-12th

- Talks by experts on all phases of real estate
- Forums
- Panel discussions
- Displays
- Entertainment

Special tour to Niagara Falls and a "Canadiana" dinner. Busses leaving the Royal York Hotel, Sunday, November 8. Total cost is \$8.00 per ticket. Make your reservations now!

Meet your old friends and make new ones at the Hospitality Room. Enjoy the "Scotch Nite", November 9, at the Crystal Ballroom, King Edward Hotel. More dancing November 11 and President's Ball, November 12. Other fine entertainment.

Key speakers will include James M. Udall, Los Angeles; U.S. Senator John J. Sparkman, Alabama; F. Orin Woodbury, Salt Lake City, Utah; N. R. Crump, Montreal; Frederick G. Gardiner, Toronto and Edwin E. Stretcher, Stamford, Conn.

• •
MAIL THIS REGISTRATION FORM TODAY

**NAREB RESERVATION DEPARTMENT,
36 South Wabash Avenue,
Chicago 3, Illinois**

Please reserve the following hotel accommodations:

Hotel (1st Choice) (2nd Choice) (3rd Choice)

Single Double Twin Parlour

Date of Arrival at Hotel A.M. P.M. Departure Date A.M. P.M.
(Please Do Not Give Plane or Train Schedules)

Name Address City Zone Prov.

Registration fee enclosed (all checks made payable to NAREB). NO HOTEL DEPOSIT IS REQUIRED BY NAREB.

REGISTRATION FEES
Realtors & Salesmen \$20
(U.S. and Canadian)
NON-REALTOR
Wives or Guests \$10

WEBB & KNAPP

(Continued from page 35)

Montreal

- Development of the industrial half of the Beique Estate (around 100-acres) in Ville La Salle.
- Development of the newly acquired Saint Laurent Industrial Park (100-acres) in Cite de St. Laurent. Development may approximate \$30 million.
- Largest current construction is Mussels Canada Ltd. in Lachine, 135,000 sq. ft. for November '59; Sultana Ltd. on Cote de Liesse, 110,000 sq. ft. for September '59.
- Most recent clients are B.W.H. Service Parts Ltd., L.D.G. Products Inc., Canadian Printing & Lithographing Company Ltd., I.B.M.

Vancouver

- Development of Lake City Industrial Park in Burnaby (700-acres).
- Largest recent construction: Edward Lipsett Ltd., 85,000 sq. ft., in July '59; Kelly Douglas & Co. Ltd., 145,000 sq. ft. for October '59.
- Most recent clients are Square "D" Company (Canada) Ltd., Coast Steel Fabricators Ltd., and Western Vinegars Ltd.

Besides these three locations, T.I.L. is also currently building in London (Ont.), Saskatoon, Swift Current, Prince Albert and Calgary.

T.I.L. works as a Co-ordinated Building Service (often called the Package Plan) which offers site location, planning, architectural service, construction, and financing by sale or lease-back. The latter is most popular, allowing retention of company capital and certain tax benefits.

Shopping Centres

- T.I.L. is constructing, on behalf of Webb & Knapp (Canada) Limited, to which it is affiliated (see later), a \$10 million shopping centre in London, Ontario, called Wellington Square. T. Eaton Company will occupy the main store, and there will be thirty-two to thirty-six secondary stores. Completion is due for Spring 1960.
- T.I.L. is also constructing, on behalf of Webb & Knapp, another shopping centre at Burnaby, B.C. (Vancouver) called Brentwood. Gross land area is around 29 acres. Total building area (400,000 sq. ft.). T. Eaton Company will be principal tenants with around thirty-six secondary stores.

EDMOND ELECTED APPRAISAL HEAD

Douglas Edmond, Ass't. Manager of Mortgage Investment for Sovereign Life Assurance Company, Winnipeg, has been elected President of the Appraisal Institute of Canada.

The Institute, originally a Western Organization, is now a prominent factor on the National scene.

There are now 20 chapters in Canadian cities.

Currently the largest chapter is in Vancouver which has a membership of 162, followed by Ottawa with 115 and Toronto with 101.

In order that a Realtor may become an accredited member he must accept a course of study extending over five years.

Housing

- The Housing Division of Toronto Industrial Leaseholds is Webin Community Consultants of 85 Lombard Street, Toronto.
- Webin has, in its first year of operation, directed the development of housing estates in Toronto approximating 650 units, to the value of several million dollars. It has between 10,000 and 15,000 units in its current programming.
- Webin has branch offices at North Bay and in Montreal. In the latter it is directing the development of two important residential estates, in Isle St. Jesus and Ville La Salle.
- Top project is the development of Flemingdon Park in North York, Toronto. The 374 acres of undeveloped land involved were acquired by T.I.L. a year ago, and are now planned to comprise a residential estate of all-type housing, from 2 to 20-storeys in height, plus 40 acres commercial-industrial, and a very large acreage as donated parkland. A golf course, two churches, two or more schools, a Y.M.C.A., several swimming pools, a motel-hotel, and a large shopping centre are included. Development, to spread over five years, will cost around \$100 million. Work on Phase I is due to start in the early Fall of '59. ■

WINDSOR MERCHANTS

(Continued from page 38)

20 "Park and Shop" signs were erected indicating parking sites, and the merchants offered free tokens for the parking meters, wherever they existed.

To launch the Ottawa street promotion, a heavy advertising campaign was supported and put into effect.

The "sales festival" will run for four months, and to encourage potential customers, \$500 cash will be given away each of the three months leading to January, when \$1,000 will be offered as a grand prize.

There are other prizes also being offered, to a total of \$3,300.

The Windsor Star, came out with a ten page supplement Wednesday, September 23rd to launch the programme. This was actively supported by all merchants.

We are sure that downtown merchant's associations across Canada will be watching this experiment with keen interest.

ON SALE
THE C.A.R.E.B. \$1
ANNUAL
1959 ROSTER
(APRIL EDITION)



Contains complete list of all Canadian Realtor firms, addresses, plus all Provincial and local Board executives. Also includes Roster of the Canadian Institute of Realtors (up to April).

MAIL CHEQUE OR MONEY ORDER TO:
Canadian Association Real Estate Boards
109 Merton Street
Toronto 7, Ontario

POSTAGE PREPAID

LETTERS TO THE EDITOR

Dear Sir:

The enclosed poem was written by Mrs. John Mercier of suburban Meadowlands while she was recuperating after the birth of her baby daughter, Leslie. A few days after this appeal arrived in our office we were successful in negotiating a Photo Co-op Sale of their 'too-small house'.

Thus little Leslie will soon have the space she wants.

We have Mrs. Mercier's permission to have this published if you wish.

yours sincerely,

C. A. Fitzsimmons & Co. Ltd.
A. H. Newman
Mgr. Residential Sales

P.S. The Mr. Gordon mentioned is Jack Gordon, one of our salesmen.

Dear Mr. Gordon I'm sending this plea —

from a brand new bouncing girl such as me.

The stork delivered me safe on time —

and my parents survived the trip just fine.

But alas! home from the hospital with diapers and all

I find our cute wee home too small,

so I turn to Fitzsimmons to do all they can

and sell our house on the co-op plan.

With my brother and sister — not forgetting mum and dad

— you can see our problem is desperately sad,

our two bedrooms are packed to the brim

and there's even less space since "I" moved in!

So please hurry and bring us clients untold

and you promised us two stickers reading "SOLD",

Just bring us a buyer as fast as you can

and I'll vouch Mr. Gordon you're a d - - - good salesman!

Sincerely
Miss Leslie Mercier
(14 days old)

+

Dear Sirs:

Would you kindly forward us a copy of the editions that contained the articles dealing with advertising in connection with the real estate profession. These editions were printed approximately six months ago.

Kindly forward us a statement for the same.

yours truly

TROTTER MCINTYRE KELLOUGH LTD.
T. H. Dale, Manager
10009-101A Avenue, Edmonton

Dear Sir:

Wes Mitchell's 6th. article on "Advertising and Promotion" came to my attention recently, and I wish to comment him on it in particular, and you for the entire magazine as a whole.

If possible, I would appreciate receiving a copy of the other 9 articles. They would be of assistance in my work as Chairman of our Educational Committee, plus teaching at our local Elmira College.

I certainly hope to make your acquaintance at our

international Convention in Toronto, November 7 to 13.

Many thanks for your co-operation.

Sincerely yours,

Carl A. Willsey

Chairman, Committee on Education
National Association Real Estate Boards

We are sincerely grateful for the many letters and phone calls we have received about our advertising and promotional series.

Unfortunately, the demand for back copies have exceeded our supply. We are completely out.

It was the pressing insistence of other editorial duties that caused the discontinuance of this series. However, we do hope to run the remaining installments before too long.

+

A Realtor went in to see a Psychiatrist because his business was going to pot. He told the doctor that he thought it was because he couldn't remember anything.

The Psychiatrist said "How long has this been going on?" The Realtor thought for a moment then said "What?"

—Professor Coburn, Saskatoon.

"'Twas not the red apple that started all the trouble in the Garden of Eden," sayeth Bert Katz. "It was a very green pair!"

An English Lord was addressing a labour group in a long low building. In the back row, a cockney voice kept crying "I can't 'ear . . . I can't 'ear!"

This went on until finally a strong hefty-built Yorkshireman stood up near the speaker, turned to the cockney and said "You can't 'ear? Then you should thank God and sit down!"

—Premier Douglas.

Europe

We maintain offices in Europe with top-level connections and unlimited funds to be invested in Canadian and American Investment properties (\$50,000 upwards)

**Broker
Commissions
Protected**

All Canadian and American Realtors are invited to meet and discuss (in confidence) your requirements with our European Director who has just recently returned from the Continent. Please phone WA 5-6301.

WHEEL REALTY LIMITED

Suite 606, 40 Park Rd., Toronto 5

Members: TREB - OAREB - CAREB

PERSON TO PERSON



Appraisal Head

. . . Doug Edmond, Assistant Manager of Mortgage Investment for Sovereign Life Assurance Company, Winnipeg, has been elected President of the Appraisal Institute of Canada . . .

dim those accoustics

. . . Paul Fox, Real Estate Editor of the Toronto Telegram took the bull by the horns and slapped down those builders who have not sound-proofed their new apartment units. ". . . why should I have to endure my neighbour's way of life . . . (yet) it doesn't seem to bother my landlord" are excerpts from a letter received by Mr. Fox from a thoroughly annoyed Reader.

We back the theme of the Paul Fox article to the hilt. There are for too many apartment buildings being constructed with splendid communication between apartment walls . . .

\$700,000 profit

. . . Sudbury Star reports that Nate Shayne, owner of the Chippawa Hotel on Mackinac Island, was driving through Scottsdale, Arizona two years ago, and, passing a certain vacant corner remarked to his wife that the property's speculative value looked promising. He optioned it \$10 down on a 99-year lease for a total of \$360,000. Early this spring Woolworth's purchased the option for \$1,080,000 . . . the Realtor's editor met Nate while holidaying via boat cruise this summer . . . Claims Nate didn't mention the deal, but now he (the editor) thinks about it . . . the hotel proprietor's pockets did seem to bulge . . .

50th State

. . . received an illustrated mailing piece from the Hawaiian Trust Company, Honolulu t'other day. Who ever said that businessmen in the warmer climes are more prone to Siesta all day, rather than tend to business? Anyway, thanks to Bob Midkiff, Vice-President of the Company, for his interesting brochure.

scholarships

. . . See Melton's (Realtors) of Calgary offer scholarships to deserving honour students in Alberta. The last one awarded was received by R. S. Davis a high school student of Edmonton. . . .

paradox

. . . Toronto residents constantly beef because unsightly garbage has to be placed near sidewalks, overnight prior to garbage pick up day. The beef is directed towards ancient town planning policies that dictated laneless zoning, fifty years or so ago. Out in Calgary however, a developer's sub-division Plans for a modern residential development, allows no lane access. Garbage will have to be placed on street. And, believe it or not . . . the plans were accepted by City Council. . . .

evictions started

. . . legitimate apartment owners on Toronto's North Side are breathing a sigh of relief. Up till now some apartment buildings had a fairly serious vacancy problem. This situation should be alleviated by the enforcement of a by-law governing illegal multiple dwellings (homes with basement apartments). North York has evicted some fifty families with an estimated 1,000 yet to go.

spuds is spuds

. . . Jim Jennings, business and economic consultant for a Columbus, Ohio firm contracted by Sudbury, Ontario to do an industrial potential survey, apparently has an eye for the little things. He made an observation that has local town folk scratching their heads in puzzlement. States Jennings "How come New Brunswick potatoes sell so well here when Blezard Valley (near Sudbury) "spuds" noted for their mealy quality do not" . . . The \$8,500 study will be handed to Town fathers this fall. . . .

trouble up ahead

. . . township of Etobicoke, hard by Malton's international airport are concerned over the prediction that jet liners will soon be using the facilities. The runways will be extended another 4,000' to handle these noisy craft. Low level zoning has been pushed back several blocks from previous classifications, and, this rezoning ends up on the doorstep of West Toronto's posh Kingsway district. Plenty of trouble is beginning to boil in the breasts of urban dwellers. . . .

CALENDAR

NOVEMBER 6th - 12th
NAREB Convention — Toronto
(co-hosts Tor. R.E. Board)

NOVEMBER 16th - 17th
Manitoba R.E. Association
Fort Garry, Winnipeg

FEBRUARY 21 - 22 - 23
Ont. Assoc. R.E. Boards
Sheraton - Brock, Niagara Falls

MARCH 20th to 22nd
Appraisal Institute of Canada
Hamilton, Ont.
(everyone welcome—see Nov. Realtor)

here now!

. . . dash it . . . the fictitious anecdote about selling Refrigerators to Eskimos is about to be blasted into oblivion. Why? Steve Shandro sales manager of an Edmonton Appliance firm has sold three to Eskimos in Inuvik, North West Territories. Sounds like they are getting modern enough to welcome Realtors? . . .

Hard to fit? Hard to please?

our pledge is
satisfaction guaranteed
or money refunded

MEN'S SUITS

EXPERTLY TAILORED IN
CHOICE ENGLISH FABRICS

\$55. 2-PIECE
SUIT

**Stanley &
Bosworth**

"THE ENGLISH SHOP"
95 KING WEST
EM. 4-2441

REAL ESTATE DIRECTORY

THE FIRMS BELOW ARE YOUR
COAST TO COAST CONNECTIONS

GENERAL REAL ESTATE

- **BARRIE, ONT.**
Rogers and Connell
One Dunlop East (PA 8-5568)
- **BRANDON, MAN.**
Hughes & Co. Ltd.,
125 - 10th Street.
- **FORT WILLIAM, ONT.**
Willport Realty Limited,
Fort William - Port Arthur.
- **NANAIMO, B.C.**
December Roses on the Blue Pacific
Nanaimo Realty Co. Ltd.,
Nanaimo Realty Block.
- **OSHAWA, ONT.**
Lucas Peacock, Realtor,
556 Simcoe St. N.
- **OTTAWA, ONT.**
P. Hubert McKeown,
McKeown Realities Ltd.,
169 Somerset St. W. (CE. 2-4806).
- **SUMMERSIDE, P.E.I.**
Prince County Realities Ltd.,
Box 4, Summerside,
Prince Edward Island.

FOR REAL STATE SALE

- **CALGARY, ALTA.**
Burn-Weber Agencies,
218 Seventh Ave. W.
- **EDMONTON, ALTA.**
Spencer & Grierson Ltd.,
10517 Jasper Avenue.
- **NIAGARA FALLS, ONT.**
David D. McMillan, Limited,
1916 Main Street.
- **PETERBOROUGH, ONT.**
Irwin Sargent and Lowes,
441 Water Street.
- **QUEBEC, QUE.**
Ross Brothers & Company Limited,
P.O. Box 9 (Uppertown)
Lafontaine 2-4091
- **WINDSOR, ONT.**
Alex E. Hoffman,
930 University St. West.
- **CALGARY, ALTA.**
Cote & Hunt Ltd.,
41 Hollingsworth Bldg.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Ave.
- **OTTAWA, ONT.**
C. A. Fitzsimmons and Co. Ltd.
Realtors, 197 Sparks Street,
Ottawa, Ont., Phone CE. 6-7101.

FOR INDUSTRIAL SITES AND PROPERTIES

- **CALGARY, ALTA.**
Cote & Hunt Ltd.,
41 Hollingsworth Bldg.
- **EDMONTON, ALTA.**
Melton Real Estate Ltd.,
10154 - 103rd Street, Phone 47221.
- **EDMONTON, ALTA.**
Don Reid Real Estate Co.,
11563 Jasper Avenue.
- **FORT WILLIAM, ONT.**
G. R. Duncan & Co. Ltd.,
121 May Street.
- **HALIFAX, N.S.**
Roy Limited,
Roy Building.
- **REGINA, SASK.**
W. Clarence Mahon,
350 Western Trust Bldg.
- **WINDSOR, ONT.**
Alex E. Hoffman,
930 University St. West.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Ave.

FOR IDEAL STORE LOCATIONS

- **FORT WILLIAM, ONT.**
G. R. Duncan & Co. Ltd.,
121 May Street.

FOR APPRAISALS

- **CALGARY, ALTA.**
Ivan C. Robinson & Company,
703-5 Street West,
Phone AMherst 6-3475.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Avenue.
- **TORONTO, ONT.**
Chambers & Meredith Ltd.,
24 King Street West.
- **ST. CATHARINES, ONT.**
Andy Hawreliaik, Realtor,
Dominion Building, Mutual 4-2324.
- **OTTAWA, ONT.**
C. A. Fitzsimmons and Co. Ltd.,
Realtors, 197 Sparks Street,
Ottawa, Ont., Phone CE. 6-7101.
- **WINDSOR, ONT.**
I. W. Thrasher Real Estate,
1596 Ouellette Ave.,
Phone CL. 6-2335.

FOR PROPERTY MANAGEMENT

- **HALIFAX, N.S.**
Roy Limited,
Roy Building.
- **VANCOUVER, B.C.**
Blane, Fullerton & White Ltd.,
517 Hamilton Street.
- **WINDSOR, ONT.**
U. G. Reume Ltd.,
176 University St. West,
802 Canada Trust Bldg.

Rates for Advertising in the Real Estate Directory:

3 lines — 12 issues	\$45.00
3 lines — 6 issues	29.00

Additional lines \$1.00 per issue.
No charge for city and province lines.

PROFESSIONAL LISTINGS

Rates for Professional Listings

ONE INCH SIZE	
For six insertions	\$60.00
For twelve insertions	95.00

FOR THE BEST INFORMATION ON B.C. REAL ESTATE

Office buildings, industrial and revenue properties, homes, building lots and sub-division developments.

Write, wire or phone
BOULTBEE SWEET & CO. LTD.
555 Howe St., Vancouver, B.C. MU. 1-7221

WE SELL WINDSOR
specializing in
Appraisals, Sales, Industrial
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